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SAVE MONEY — MAKE MONEY

ON EMLONG'S QUALITY NURSERY STOCK

New Low Prices — Big Cash Discounts

READ EVERY PAGE!

6224
Genuine

1237
Dorsett

THE PERFECT STRAWBERRY

Now
Only

85¢

PER 100
at Emlong's

*The Biggest
Bargain of all*

100 SCARLET GEM Everbearing
100 DORSETT, big early
The two outstanding strawberry leaders
for 1936! All hand-sorted, first-class
plants. NO DISCOUNT.

EMLONG'S
LOW
PRICE

\$1.65

LIBRARY
RECEIVED

FEB 8 1937 ★

U. S. Department of Agriculture



ONLY

\$4.95

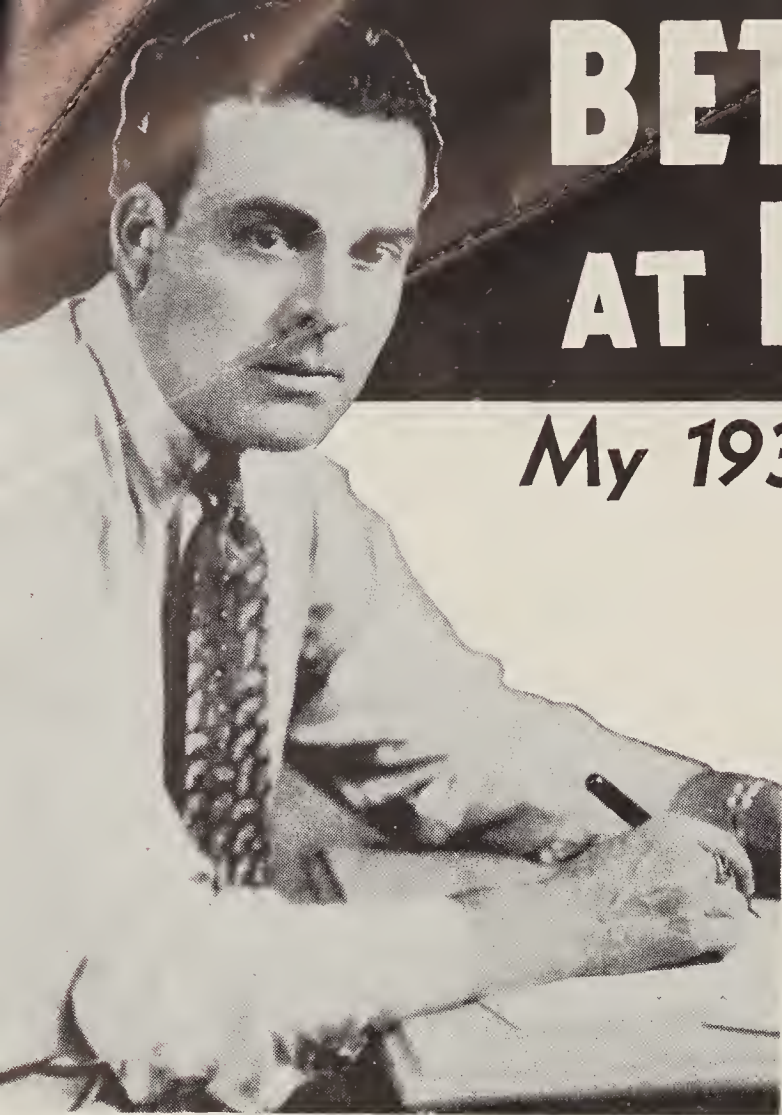
PER

1000

See page 8

EMLONG'S

Square Dealing Nursery
STEVENSVILLE MICHIGAN



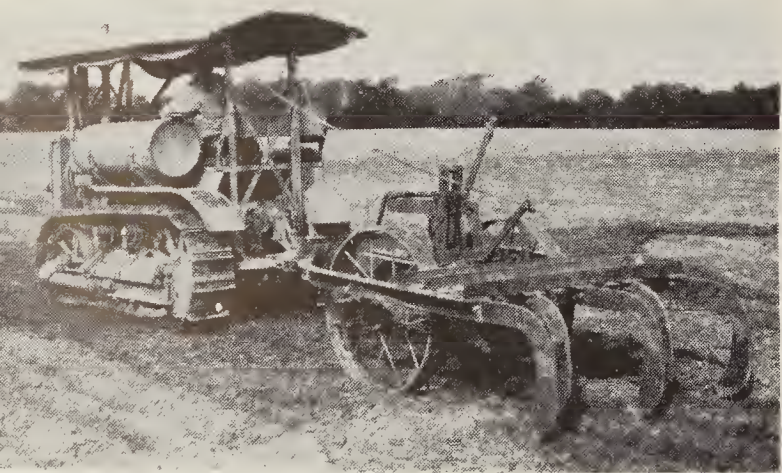
BETTER NURSERY STOCK AT LOWER PRICES!

My 1937 Offer to YOU:

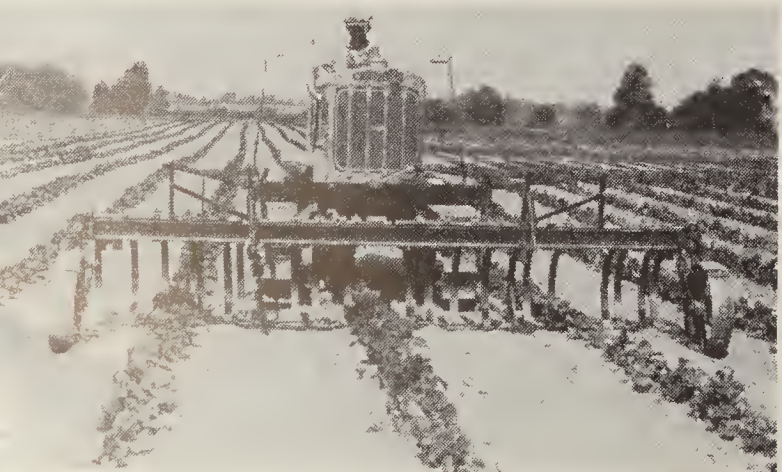
I'll be glad to help in your fruit growing problems.
Ralph R. Emlong.



We feed our soil generously with cover crops and cattle manure.



Special chisel pulverizes the ground 18 inches deep, insuring long roots.



Keeping our fields free from weeds conserves all plant food for nursery stock.

For over 60 years Emlong's have been growing and selling the finest nursery stock in the world. We have built a great business on the **CONFIDENCE OF OUR CUSTOMERS**. Every year we gain over 10,000 new customers through the unsolicited recommendations of our satisfied customers. Thousands have become financially independent growing fruit from Emlong stock!

1937 is **YOUR OPPORTUNITY YEAR!** Fruit plants and trees have become very scarce due to the severe Winter of 1935 and long drought of 1936. Fruit prices soared to new high levels last Summer. The scarcity will last many years. **NOW IS THE TIME** to set every available acre on your farm to fruit plants and trees and **GET IN LINE FOR YOUR SHARE OF THE FINE PROFITS THAT ARE SURE TO BE MADE DURING THE YEARS TO COME!**

Fruit growing is easy, pleasant work and requires no previous experience. Every acre of fruit brings as much profit as 40 acres of grain! Strawberries and Asparagus bring \$800 to \$1500 per acre; Raspberries, Blackberries and Grapes bring \$500 to \$1000 per acre; Peaches, Apples, etc. equally fine returns. So why waste time, energy and land on common crops?

OUR 4-SQUARE POLICY

For 1937 we are offering you **GREATER VALUES IN NURSERY STOCK THAN EVER BEFORE!** Here's how we **SAVE YOU MONEY**: (1) By *selling direct to you* with no agent's commission to pay. (2) by **GROWING OUR OWN STOCK** and shipping **DIRECT TO YOU**. (3) By letting our **STOCK** and our **CUSTOMERS ADVERTISE FOR US** instead of spending thousands on flashy magazine and radio advertising at your expense. (4) By **LIBERAL CASH DISCOUNTS** for early orders. (Because receiving orders early helps us handle the large volume more efficiently.)

FAIR PRICES

In spite of the great scarcity of stock this year, we have put fair and square prices on our stock. That means that the limited supply will sell out early in the season. This is **OUR ONLY CATALOG FOR 1937**, and there will be **NO PRICE-CUTTING LATE IN THE SPRING**. We want to furnish you **FIRST QUALITY STOCK** so that you can **GROW FIRST QUALITY FRUIT** — and the only way we can continue this policy is to charge **FAIR PRICES**. We urge you to order early to avoid being disappointed late in the season. We reserve stock to be shipped at the proper planting time for your locality.

Ralph R. Emlong



Frequent spraying insures plants being free from disease and insect pests.

MONEY BACK GUARANTEE

You are taking no chance when you deal with **EMLONG'S**. All stock guaranteed to reach you in perfect condition and to be true to name and strictly first class. If found otherwise notify us within three days after arrival; damaged stock will be replaced promptly or purchase price refunded. It is mutually agreed that in no case will we be liable for a sum greater than the purchase price of any stock.

BUY DIRECT FROM WORLD'S LARGEST GROWER

Get the Best!

Buy from an **EXPERT, LICENSED GROWER** of nursery stock. Don't risk getting stock dug out of old, run-out, diseased fruiting fields! Don't risk buying from agents and jobbers who deliver stock that has gone through several hands and lost its vitality before reaching you! Every plant and tree on our farms is **INSPECTED TWICE EACH YEAR** by State Horticulturists and every shipment bears our certificate of inspection. **YOU CAN DEPEND** on every plant and tree being a **VIGOROUS, THRIVING, YOUNG** specimen, **GROWN EXPRESSLY FOR TRANSPLANTING** and **NOT PERMITTED TO BEAR FRUIT** until it reaches you. All the **VITALITY** and **BEARING-POWER** is built up and **RESERVED TO WORK FOR YOU!**

GREAT NATURAL ADVANTAGES

Nowhere else in the world can one find such ideal natural advantages for producing fine nursery stock. We have fertile, well-drained, upland soil which is essential to producing masses of *long white roots*. Hundreds of acres of cover crops, carloads of manure, and a 3-year crop rotation plan keep our soil in "A-1" condition. Atmospheric conditions are just right. We have cool nights even in midsummer. Winters are tempered by Lake Michigan so that stock matures up gradually and becomes ideally **HARDY** and **HEALTHY**.

Expert Horticulturists have proven that stock grown under our conditions will thrive anywhere on this continent — regardless of soil differences! This is your insurance of success and satisfaction — don't overlook it!

UNLIMITED FACILITIES

Our **EQUIPMENT** for field and shipping plant operations is unmatched by any other nursery in the world. We spare no expense in growing stock **RIGHT**. We are **CENTRALLY LOCATED** — only 90 miles from Chicago — and prepared to give prompt service to customers in every part of the country. Our new modern shipping plant makes it possible to handle efficiently unlimited numbers of orders.

SPECIAL DISCOUNTS

20% For FULL CASH WITH ORDER during January.

10% For FULL CASH WITH ORDER during February.

5% For FULL CASH WITH ORDER during March.

Discounts apply only on orders amounting to \$3.00 or more.
No discount on special bargain collections.



The largest Asparagus fields in the country. Long, bright, healthy roots — never fail.

REFERENCES:

State Savings Bank
Bridgman, Mich.

Postmaster,
Stevensville, Mich.

Any business firm
in Berrien County,
Mich.

Photo at Right—

Thousands of fast-growing, young-bearing, heavy-fruited Fruit Trees ready to dig.



HENRY EMLONG, pioneer founder. Still the guiding spirit in this great nursery.



Our new modern packing plant enables us to handle unlimited orders efficiently.



Millions of healthy, husky Strawberry plants ready to start working for YOU.



A million triple-life, heavy-bearing Raspberry plants — the best in the land!



Emlong's
BIG

\$1.39

Strawberry
Garden

Picking the winners in Strawberries, you'll be sure to want these varieties! Berries this Fall, next June, and next Fall. All big, juicy, fine-flavored berries that will surprise and please you!

50 GEM Everbearing
50 DORSETT
50 FAIRFAX

All first-class, hand-sorted plants.
NO DISCOUNT ON THIS OFFER.

Emlong's
FAMOUS
SCARLET
IMPROVED

EVERBEARING STRAWBERRY PLANTS

\$1.15

PER 100

HAND SORTED PLANTS

BEAR THIS YEAR

25 Plants 49c; 50 Plants 69c; 250 Plants \$2.35;
1000 Plants \$8.95.

RIPE BERRIES IN 60 TO 90 DAYS

Why wait a year for Strawberries? Plant Gem this Spring during April or May and have ripe berries from July until Winter. They are easy to grow. Plant them 12 to 18 inches apart in your garden, along walks, drives, and in front of shrub borders. Require very little space and no special care.

SAVE MONEY

If your order is sent early we reserve plants and ship them to you during April or May. We offer:

20% Discount in January
10% Discount in February
5% Discount in March
FOR FULL CASH WITH ORDER.

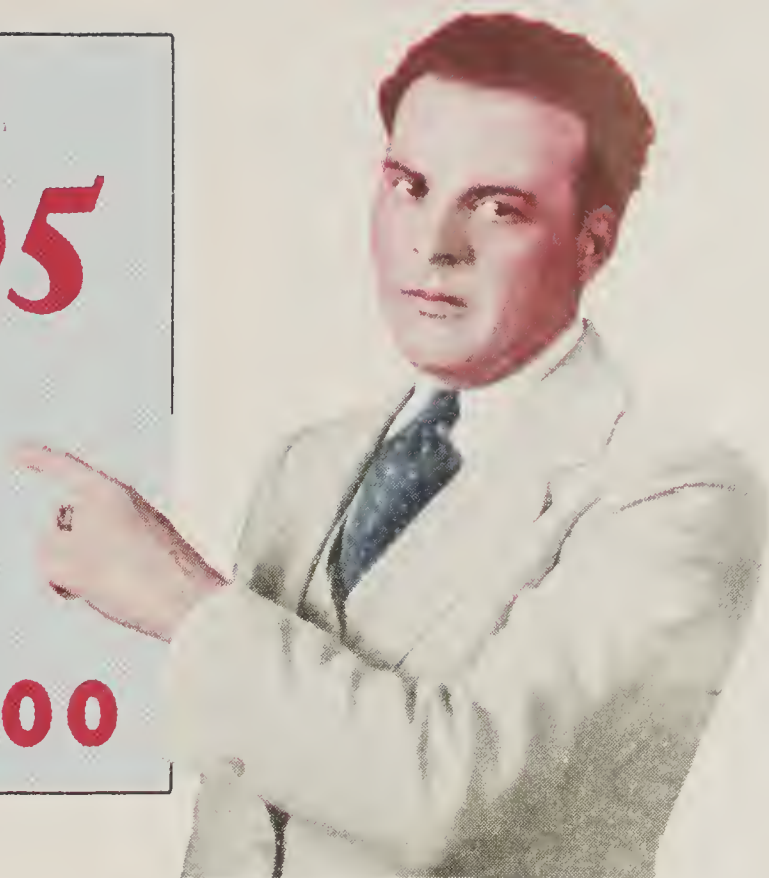
No discount on special bargain collection assortments.



SURPRISE BARGAIN

"For bigger Berries and Better Crops plant my Genuine Scarlet Improved Gem Everbearing Strawberry plants. I guarantee best quality at lowest price."

ONLY
\$8.95
PER 1000



Walter J. Gurling

DELICIOUS FLAVOR—FINEST QUALITY

Gem berries are round, plump, and bright scarlet-red. They mature to full size and are solid red to the center. Flavor is deliciously rich and sweet, as they are almost entirely lacking in acid. Delicious fresh or canned. Smallest seeds and firmest quality of any Everbearer. Mr. Chester Wheeler, Bethel, Maine says, "We find Gem berries uniform in size and shape, and firm even when fully ripe. The flavor is excellent."

World's Largest Grower of Fruit Plants

DEPENDABLE — PROLIFIC BEARER

Mr. M. Quackenbush, Epping, N. H. says that he started picking Gem berries early in June. Mr. D. E. Fimple, Paris, Ohio states that he was still picking them November 15th. Gem plants are husky, thrifty growers which make well-filled rows. They bear on the new runners, thus increasing the yield and lengthening the fruiting season. Thrive on any fertile soil, and withstand frost and drought exceptionally well.

BIG PROFITS — 3 Crops From One Planting

Mr. J. Martin, Palatine, Illinois writes, "The Gem plants that I purchased from you are really STRAWBERRY WONDERS. Never before saw such a prolific yield of large berries!" That means fancy selling prices and big profits for those who grow Gem for the market. Gem bears one crop this year, another next June, and a third next Fall.

Garden of Scarlet

GEMS

200 FINE PLANTS

LIMITED TIME OFFER **\$1.85**

BERRIES THIS YEAR

Think of Strawberries costing only 1c per quart! 200 plants have yielded over 200 quarts. Order early, plant in April or May. NO DISCOUNT ON THIS OFFER.



STRAWBERRIES WILL PAY GROWERS

\$6,500,000 NEXT YEAR

What will be Your Share?

Plan Now — For Next Year's Profits

And what PROFITS they'll be! For there's only about $\frac{1}{3}$ enough plants to go around. Berries brought good prices in 1936 — they'll be even better this year and next, due to the scarcity of plants caused by the long drought. Plant a large acreage and CASH IN while conditions are right for money-making!

Largest and Quickest Farm Income

Plants should be set in April or May. Standard varieties bear next year in May and June. Everbearing varieties bear this Fall. They bring the quickest returns of any fruit, and the most profit per acre of any farm crop. Thousands of customers report profits of \$500 to \$1500 per acre from Strawberries. And it's such easy work — a pleasure compared to ordinary farming. An acre requires only 8000 plants. We supply planting directions.

Plant Only the Best

Your pleasure and profit from Strawberry growing depend largely upon what kind of plants you start with. Only the BEST are worthy of your time and soil. EMLONG PLANTS are praised everywhere for their IMMENSE ROOTS and LARGE CROWNS which insure THRIFTY GROWTH and HEAVY YIELDS of "A" GRADE FRUIT. Note photo at left showing a single Fairfax plant taken in October. Ruler shows actual size. Reduced to fit this page.

We select strong, healthy propagating plants; grow them in soil that is built up 3 years in advance; give them expert care; dig, handle, and pack them properly and get them to you without losing any of their FRESHNESS and VITALITY. They are GROWN FOR PLANTS ONLY — not weakened by fruiting. WE PRESERVE ALL THE BEARING POWER TO WORK FOR YOU! Don't waste time, money and land on cheap, carelessly-grown planting stock. BUY DIRECT FROM THE WORLD'S LARGEST GROWER — EMLONG STOCK SATISFIES!

For the Home Garden

Now that gardening is a national hobby, why not grow berries? They'll delight your family, provide vitamins, and appeal to your taster! A few rows of Strawberries will fit in most anywhere in the garden, along walks, etc. Grow your own berries for LESS THAN 1c PER QUART! Set the plants 12 to 18 inches apart.

A CUSTOMER TELLS THE STORY . . .

"YOUR PLANTS ARE WORTH TWICE WHAT YOU ASK FOR THEM. I more than paid for my plants from the first picking. I MADE MONEY BY GETTING GOOD PLANTS. Sold Strawberries for \$2.50 and \$2.75 per crate when neighbors received only \$2.00 Fred Tippit, Findlay, Illinois."

Share the Profits! FROM OUR MILLIONS OF FINE **RASPBERRY PLANTS**

We have over three million of these sturdy, well-rooted plants ready for our customers this Spring. They will bring over \$7,000,000 profit during their 8 to 12 profitable fruiting years! Thousands are making big money growing red and black Raspberries. They write us every day reporting incomes of \$350 to \$1000 per acre each year, even during hard times. **YOU CAN SHARE THIS PROFIT!** Start this Spring. **PLANT IN APRIL OR MAY**, don't delay your success.

START RIGHT

Those who attain great success growing Raspberries use every precaution to secure **BEST PLANTING STOCK**. We furnish complete cultural directions. Our customers have learned the secret of good plants embodied in Emlong stock: 1 — **EXTREME VIGOR**. Make 100% stand and strong, rapid growth everywhere. 2 — **PRODUCTIVENESS**. Bear double and triple the crops of common plants. 3 — **LONGEVITY**. Produce paying crops 4 to 6 years longer than common plants. 4 — **GRADE OF FRUIT**. Takes first prize for **QUALITY AND SIZE**. 5 — **PROFITS REALIZED** are double those made with common plants.

OUR EXPERIENCE — YOUR SAFEGUARD

Emlong's grow and sell more Raspberry plants than all other nurseries in the country. **WE GROW THEM FOR PLANTS ONLY** — never weakened by fruiting. All the **VITALITY** and **BEARING POWER** is reserved for **YOU**. Don't waste time and money on cheap stock dug out of old, diseased, bearing fields — they'll bring you loss and disappointment. Our plants are twice inspected each year and certified apparently **DISEASE FREE**. Those who visited our fields last Summer and Fall acclaimed them **THE FINEST PLANTS IN THE COUNTRY!** They can be yours this year at special money-saving prices!

GET QUICK RETURNS

Our large, well-rooted one-year plants start bearing the year after planted. A few bear the first year. We recommend this grade for commercial planting. The two-year Transplants are ready to start **BEARING THIS YEAR**. We recommend them for garden plantings and ornamental hedges. Transplants are scarce this year — so order early.

SPEAKS FROM EXPERIENCE

"Your Raspberry Transplants are the finest I ever saw. Every little branch is loaded down with great big perfect berries. I can't even begin to thank you for your honesty and square dealings. Shall recommend you to everyone I know." Mrs. W. C. Pope, Elizabethtown, N. J.

EXCEED HIS EXPECTATIONS

"The Raspberry plants you sent me **THIS** Spring are starting to bear. Never saw anything equal to them before! Size of berries is immense, and crop will far exceed my expectations." L. Elsbree, Sunbright, Tenn.



Above — A typical Emlong transplant showing strong body and well-balanced root development.

Below — A bundle of our heavy-rooted one-year Raspberry plants.



AMERICA'S LEADING STRAWBERRY OF TODAY— NOW PRICED AS LOW AS COMMON VARIETIES

\$4.95

Emlong's
GENUINE

Dorsett

Per 1000 Plants

| | |
|------------------|--------|
| 25 plants..... | \$0.29 |
| 50 plants..... | .49 |
| 100 plants..... | .85 |
| 250 plants..... | 1.59 |
| 1000 plants..... | 4.95 |

LESS DISCOUNT—SEE PAGE 3

- ENORMOUS PRODUCER
- DELICIOUS FLAVOR
- EXCELLENT QUALITY

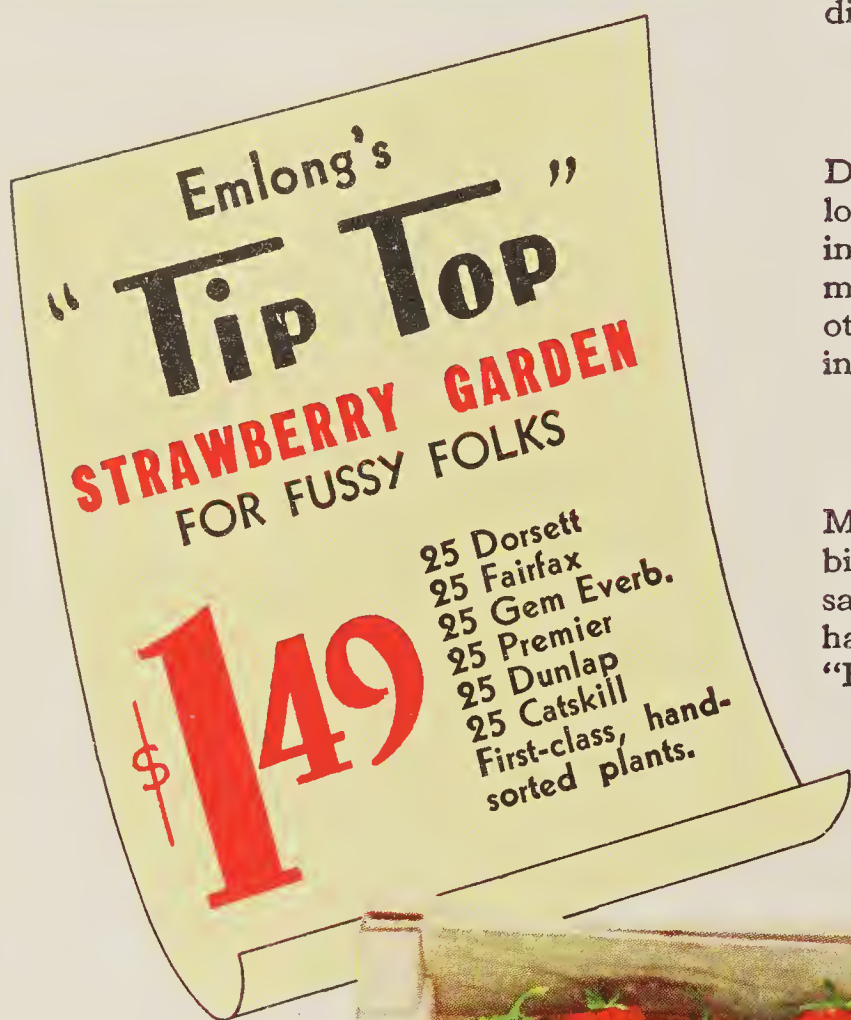
The strawberry that has won the favor of every strawberry lover in the country. Excellent quality for either home gardens or commercial plantings. We sold 400,000 Dorsett plants to one canning company in 1936 — that should prove its worth! We like Dorsett berries because they are bright, snappy red, large and perfectly formed, ripen evenly and are firm throughout. They stay bright and firm several days after picked. Flavor is enticingly sweet, different, and satisfying. See photo on front cover.

PROVEN PROFITS

Dorsett is an early Standard strawberry which produces enormous loads of perfect fruit. Needs no pollenizer. Late frosts have never injured the blooms. Plants are hardy and very thrifty growers, making wide fruiting rows. Withstand drought better than any other early variety. Yields of 500 to 1000 crates per acre reported in 1935 and 1936 — you can do as well!

EMLONG'S DORSETT LEAD ALL

Mr. J. W. Guyon, Marshalltown, Iowa says, "Your Dorsett are the biggest plants I ever handled." Mr. W. N. Groff, Mansfield, Ohio says, "Dorsett plants bought of you are the sturdiest growers we have ever seen." Mr. S. M. Edwards, Fort Lawn, S. Carolina says, "Berries borne on your Dorsett plants were as large as hen's eggs, fine and sweet. The nicest berries I ever saw." WHY LOOK FARTHER? EMLONG'S PLANTS HAVE PROVEN BEST OVER AND OVER AGAIN — AND THE PRICE IS NO HIGHER THAN THAT ASKED FOR COMMON PLANTS.



Dorsett
berries
like
these
brought
\$3.50
per crate
wholesale
in 1936.
Quality
fruit
always
pays big
profits!



Emlong's
BIG

Fairfax

STRAWBERRY

"It's mighty good eating"

That's what everyone says about Fairfax. It's one of those big, round, juicy, dark-red morsels of delight that you'll be proud to have growing in your garden or field! The berries ripen medium-early. Fairfax is a self-pollenizing standard variety. Supreme for eating, canning and shipping.

Immense Fruit

A newspaper clipping from Urbana, Iowa states that Mr. Charles Hawley of that city had *Fairfax* berries which measured six inches around. 20 berries filled a quart box. Mr. Hawley has grown fruit all his life and never before saw anything to compare with *Fairfax* Strawberries! Berries brought fancy prices because of their size, color and flavor.



NEW LOW PRICES

95¢ PER 100

| | |
|-------------|--------|
| 25 plants | \$0.29 |
| 50 plants | .59 |
| 250 plants | 1.95 |
| 1000 plants | 6.45 |

Less Discount. See page 32.

200

**STRAWBERRY
PLANTS**

50 Fairfax
50 Dorsett
50 Premier
50 Dunlap

\$1.56

First-class,
hand-sorted
plants.

Highly Productive — Supreme Quality

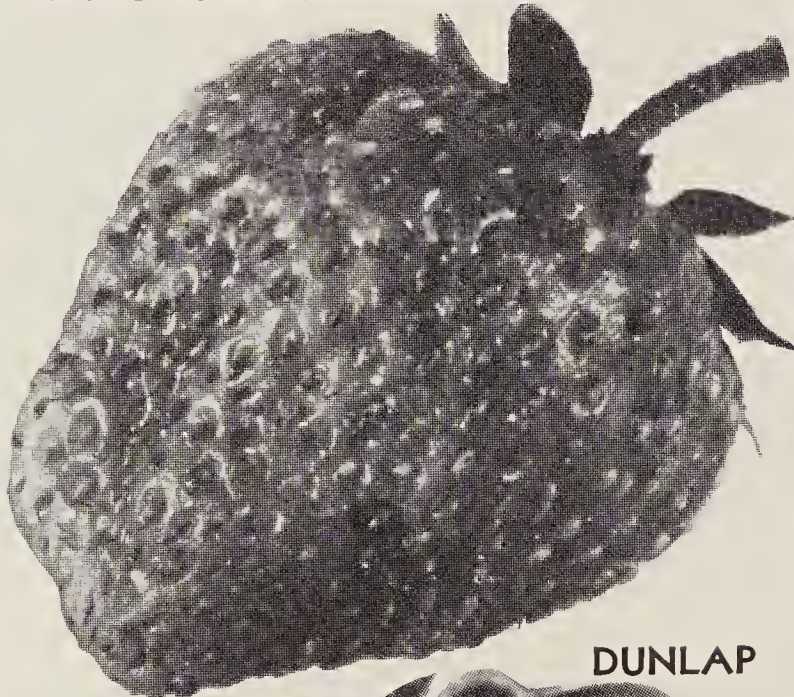
Fairfax plants are big, husky fellows which make well-filled fruiting rows. Resist drought, frost and excessive rainfall. Yield equal to the best commercial varieties. E. M. Miller, Lynchburg, Ohio says. "Hundreds of people came to see my *Fairfax* plants that I bought of you. They produced 350 quarts from 300 plants — wonderful berries." Only Emlong's plants could do that — for they're superior to all others. **ORDER FAIRFAX TODAY** for April or May planting.



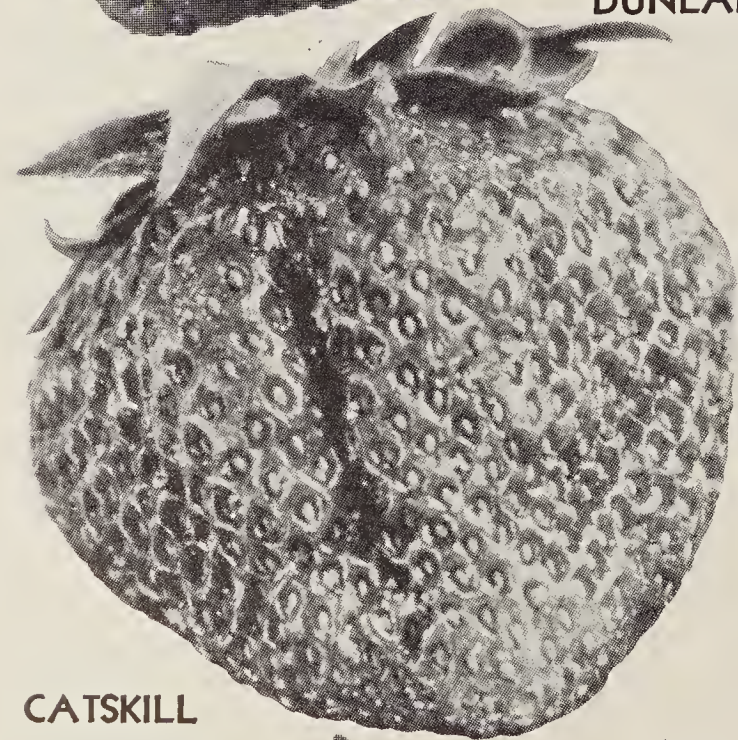
Emlong's Perfected **MASTODON** EVERBEARING STRAWBERRY

Huge, pointed berries of dark varnished-red start ripening on Mastodon plants 60 to 90 days after setting, and continue until Winter. Their rich, tart flavor suits the Fall appetite perfectly! Planted this Spring in April or May they bear one crop this Fall; a second crop next June; and a third crop next Fall — 3 crops in 18 months!

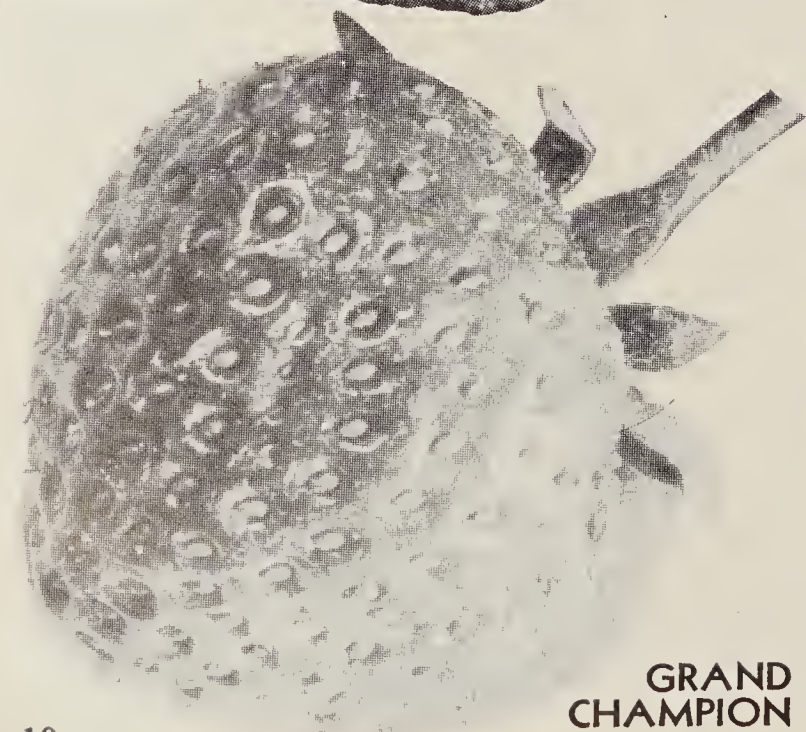
MASTODON EVERBEARING



DUNLAP



CATSKILL



**GRAND
CHAMPION**



OVER A DECADE OF SUCCESS

H. B. Darnell, French Creek, W. Va. says, "Have been growing Mastodon over 10 years, and think it's wonderful." That's the secret of Mastodon's success — it's so good it can't be outdone by newcomers. Large in size, firm in quality, and a tremendous yielder — it has delighted and profited everyone who has grown it. Equally desirable for home gardens or commercial growing. Set plants 18 x 36 inches in the field; 12 to 18 inches apart in the garden, along walks and shrub borders. Order early — **SUPPLY LIMITED THIS YEAR!**

PRICES: 25 — 49c, 50 — 89c, 100 — \$1.49, 250 — \$3.75, 1000 \$13.95

"OLD FAITHFUL"

DUNLAP

Probably the oldest Strawberry grown — and still one of the best sellers. Its medium-sized, dark-red berries have a distinctly wild, sweet flavor not found in others. Thrives where others fail. Stands coldest Winters and latest frosts. Enormous cropper. Favored for canning and shipping.

PRICES: 25 — 29c, 50 — 45c, 100 — 69c, 250 — \$1.59, 1000 — \$5.45.

**100
PLANTS
69¢**

Sweet

MIDSEASON

CATSKILL

Extra-large, plump, NEW Strawberry which is self-pollenizing and ripens mid-season. Has the **MOST DAZZLING** red color and **RICHLY AROMATIC FLAVOR** of any mid-season strawberry. Fine in texture, firm in quality, and a prolific bearer — it makes an ideal dessert berry. Thrives on any good soil and is hardy.

PRICES: 25 — 49c, 50 — 69c, 100 — \$1.00, 250 — \$1.95, 1000 — \$7.95.

GRAND CHAMPION

The Giant 40 Day Strawberry . . .

Grand Champion plants are big, sturdy fellows with heavy foliage which protects the blooms from frost injury. They start **LOADING UP** with berries early in the season. Ripening **COMMENCES WITH PREMIER** and **FINISHES WITH AROMA**, providing an unbelievably long picking season. Every berry is immense; fresh, bright-red in color; extra firm in quality and enticingly rich in flavor. A boon to Strawberry lovers and a great profit to market growers. Standard, self-pollenizing.

PRICES: 25 — 59c, 50 — 79c, 100 — \$1.25, 250 — \$2.65, 1000 — \$8.95.

Emlong's Famous

PREMIER

King of Commercial Strawberries

NATIONALLY KNOWN FOR THRIFTY
GROWTH, BIG YIELD, AND FIRST-
QUALITY FRUIT

Emlong's Strain Is Best

We say it because others say it, every year, everywhere! From the four corners of this country, berry growers claim EMLONG'S PREMIER grow BETTER, produce BETTER BERRIES, MORE BERRIES, and BIGGER BERRIES over a LONGER PERIOD OF TIME than Premier from any other nursery! They're crammed full of vitality!

A Nation-Wide Berry

Premier has reigned King of Commercial Strawberries for over fifteen years. It is the standard of excellence by which other varieties are judged. Has filled more crates, and made more dollars for fruit growers than any other Strawberry. Being a perfect pollenizer, it is often the only variety grown in some territories.

The berries are bright, flame-red; large in size; attractively pointed; have tough skin which makes them keep and ship wonderfully well. Very satisfying flavor. Ripens extra early. You can't go wrong on Premier, no matter where you live!

PRICES

| | |
|------------------|--------|
| 25 plants..... | \$0.39 |
| 50 plants..... | .59 |
| 100 plants..... | .85 |
| 250 plants..... | 1.75 |
| 1000 plants..... | 6.65 |

Supreme Strawberry Special

25 PREMIER early
25 CATSKILL midseason
25 GRAND CHAM-
PION midseason
25 AMBROSIA New late

\$1.65

(No discount on this offer)

Years of Profits . . . Still Going Strong!

1925 — A Cadwalader, Corbin, Kansas told us, "Premier plants bought of you produced bigger berries and more of them than Premier bought of three other firms."

1930 — M. Byler, Belleville, Pa. picked 2656 quarts Premier from $\frac{1}{4}$ Acre our Premier.

1933 — J. VanZandt, Pinckneyville, Ill. was selling Premier from Emlong plants 5 days ahead of his neighbors, and secured HIGHER THAN MARKET PRICES all season.

1935 — A. C. Alspaugh, Willshire, Ohio picked 920 quarts from about 500 Emlong Premier plants. Customers rated them best they ever ate.





NEWBURGH

Mammoth New Early Raspberry

NEW LOW PRICE \$10.45 PER 1000

A week before Latham berries commence to ripen, you can start picking big, round, vivid-red Newburgh fruit! It possesses a tangy new flavor you'll enjoy greatly. Every berry matures to extra-large size. Unlike some early berries, they are exceptionally firm in quality. Hold up fine for canning and shipping.

Hardy — Heavy Yielder — Disease Free

Newburgh plants are thrifty, sturdy growers on any fertile soil. Originated in Northern New York, they withstand severest winters without injury. Also resist drought and are very resistant to disease. The yield per acre is equal to Latham during the main fruiting season. Newburgh is rapidly gaining favor with fruit growers everywhere, as it succeeds where some early varieties fail.

We have the largest and finest supply of Genuine Newburgh plants of any nursery in the country. this year. That's why we are offering them to our customers at these amazingly low prices. These plants sold at \$3.98 per 100 last year! Don't miss this grand opportunity to get started with the finest medium-early Raspberry ever introduced. ORDER NOW FOR APRIL OR MAY PLANTING!

Prices of Newburgh Plants

| | 12 | 25 | 50 | 100 | 250 | 1000 |
|--------------|--------|--------|--------|--------|--------|---------|
| Medium 1-Yr. | | \$0.49 | \$0.75 | \$1.35 | \$2.98 | \$10.45 |
| Large 1-Yr. | \$0.49 | 0.69 | 1.25 | 2.25 | 4.50 | 15.95 |
| 2-Yr. | | | | | | |
| Transplants | .89 | 1.45 | 2.65 | 5.45 | | |

4 WINNERS Raspberry Garden

**48 BIG
PLANTS**

12 NEWBURGH
12 LATHAM
12 CHIEF
12 ST. REGIS
Everbearing

\$1.39

Finest quality,
large 1-Yr. se-
lected plants.
NO DIS-
COUNT ON
THIS OFFER.



NEWBURGH

Emlong's GIANT **LATHAM**

World's Most Famous Raspberry

BARGAIN PRICE \$9.45 PER 1000

Latham still holds sway as the World's Greatest Red Raspberry of all time! Expert growers agree that it is the one variety that leaves nothing to be desired! Plants are supremely healthy, hardy, vigorous growers, and succeed on all soils. EMLONG LATHAM plants have undergone a special "building up" which makes them lead all in VIGOR, YIELD, QUALITY OF FRUIT, and length of profitable BEARING LIFE.

SUPREME QUALITY — RICH FLAVOR

Latham berries are uniformly immense in size, averaging three-fourths to one inch in diameter. In topping pint boxes only five are required each way. FIRMEST QUALITY of any Red Raspberry. Seeds very small. Flavor delightfully rich. Color a deep, glowing red — makes them so enticing they bring highest prices. Latham is a combination EXTRA FANCY table berry and EXTRA FIRM shipping berry.



GETS THE LAST DOLLARS

Because of the tremendous amount of power pent up in its strong roots and tops, Latham can be depended upon to produce a record-breaking crop every year. Fruiting starts about 10 days after Chief, and continues after every other variety has finished. In some localities it is almost everbearing, as it produces many quarts of large berries during the Fall months. Grow the BIGGEST MONEY-MAKING RASPBERRY IN THE WORLD. Emlong's fine plants cost no more than common plants!

PRICES OF LATHAM PLANTS

| | 12 | 25 | 50 | 100 | 250 | 1000 |
|--------------|--------|--------|--------|--------|--------|---------|
| Medium 1-Yr. | | \$0.45 | \$0.75 | \$1.25 | \$2.95 | \$ 9.45 |
| Large 1-Yr. | \$0.39 | .59 | 1.25 | 1.95 | 3.95 | 14.95 |
| 2-Yr. | | | | | | |
| Transplants | .89 | 1.45 | 2.65 | 4.95 | | |

"ALL SEASON" Raspberry Garden

30 FINE PLANTS **\$1.19**

6 LATHAM
6 NEWBURGH
6 CHIEF
6 CUTHBERT
6 ST. REGIS

Large 1-Yr.
selected
plants. NO
DISCOUNT
ON THIS
OFFER.



BEARING AGE Raspberry GARDENS

No. 1

6 NEWBURGH
6 LATHAM
6 CHIEF
6 ST. REGIS

All 2-Yr. Transplants

\$145

(No discount)

No. 2

6 LOGAN
6 CHIEF
6 CUMBERLAND
6 LATHAM

All 2-Yr.
Transplants

\$149

(No discount)

BIG CHIEF

Emlong's BIG CHIEF EARLY RED RASPBERRY

**ONLY \$13.95
PER 1000**

Large, snappy-red berries that are so handsome and appetizing you can't help liking them. Flavor, too, is a real treat for richness. As large as Latham, and a splendid keeper and shipper. Ripens a week to 10 days ahead of Latham. Out-classes old early varieties in every respect.

Chief plants are sturdy, rapid growers, and very hardy. A sure and heavy cropper every year, covering a long fruiting season. Not partial to soil, as long as it is fertile and well drained. EMLONG'S CHIEF LEAD ALL IN SIZE AND VIGOR. Our new LOW PRICE SAVES YOU MONEY! Order early — get the discount.

| PRICES OF CHIEF PLANTS: | 12 | 25 | 50 | 100 | 250 | 1000 |
|-------------------------|--------|--------|--------|--------|--------|---------|
| Large 1-Yr. | \$0.39 | \$0.59 | \$0.95 | \$1.89 | \$3.95 | \$13.95 |
| 2-Yr. Transplants | .79 | 1.25 | 2.25 | 4.45 | | |

ST. REGIS EVERBEARING RASPBERRY

The leading fall-bearing Red Raspberry. Bears during the regular season and continues through the Summer and Fall months. Berries are bright scarlet-red, medium to large, richly flavored and especially appetizing in the Fall. Excellent keeping and shipping quality makes it desirable for shipping as well as for the home garden.

PRICES: Large 1-Yr. Plants: 12 — 49c, 25 — 69c, 50 — \$1.25, 100 — \$1.95, 250 — \$4.45, 1000 — \$14.95. 2-Yr. Transplants: 12 — 98c, 25 — \$1.75, 50 — \$2.85, 100 — \$4.95.

**25
PLANTS
69¢**

CUTHBERT 100 PLANTS \$1.49

FAMED FOR FINEST SHIPPING QUALITY

Long the leading canning and shipping variety for the north. Solid, thimble-shaped, dark-red berries. Excellent flavor. Heavy producer. Plants very hardy and healthy. Ripens midseason.

PRICES: 1-Yr. PLANTS
12 — 39c, 25 — 59c,
50 — 89c, 100 —
\$1.49, 250 — \$3.25,
1000 — \$12.95.

2-Yr.
TRANSPLANTS
12 — 79c, 25 —
\$1.25, 50 — \$1.95,
100 — \$3.45, 250
— \$7.45, 1000 —
\$27.50.



Worlds' Finest Late Blackcap CUMBERLAND

1000 LARGE PLANTS — ONLY \$12.95

They're black, plump, juicy, honey-sweet, and measure nearly an inch across! Firmest quality of any Blackcap. Delicious to eat fresh, canned, in pies, juices, etc. Free from seediness and crumbling. The all-around heavy-bearing, late Blackcap. Starts ripening a week later than Logan and continues over an exceptionally long period of time.

Years of Profits from One Planting

Cumberland plants are hardy, thrifty growers, succeed on any fertile, well-drained soil, bear young, and produce big-paying crops for 10 to 15 years. For many years it reigned as leading market variety. Emlong's Cumberland have had years of careful breeding and re-selection to make them **GROW BETTER** and **YIELD MORE**. Our **NEW LOW PRICES SAVE YOU MONEY!**

PRICES OF CUMBERLAND PLANTS

| | 12 | 25 | 50 | 100 | 250 | 1000 |
|-------------------|--------|--------|--------|--------|---------|---------|
| Large 1 Yr. | \$0.39 | \$0.69 | \$0.95 | \$1.59 | \$ 3.50 | \$12.95 |
| 2 Yr. Transplants | .89 | 1.65 | 2.65 | 4.95 | 10.45 | |

BULLETIN BOARD

About PLANTS

F. P. Early, Norwich, Conn. reports: "My tennant has been growing fruit for 34 years. Your plants are the most wonderful he ever saw!"

About FRUIT

Minolia Cole, Warrensburg, Mo. says: "The blackcap plants my brother bought of you bore the finest fruit ever seen in this town. Plants withstood the drought very well."

About PROFITS

R. A. Ward, Beallsville, Pa. writes: "We picked 85 bushels of Cumberland berries per acre in 1935. Sold at \$4.00 per bushel wholesale in spite of the low price levels of that year."



BARGAIN RASPBERRY GARDEN

Lots of big, fancy berries for fresh desserts and canning. These plants will supply the average family table. A **BIG BARGAIN**:

12 LOGAN early Blackcap
12 NEWBURGH early Raspberry
12 CUMBERLAND late Blackcap
12 LATHAM late Raspberry
(No discount on this offer)

THESE
48
BIG 1-YR.
PLANTS

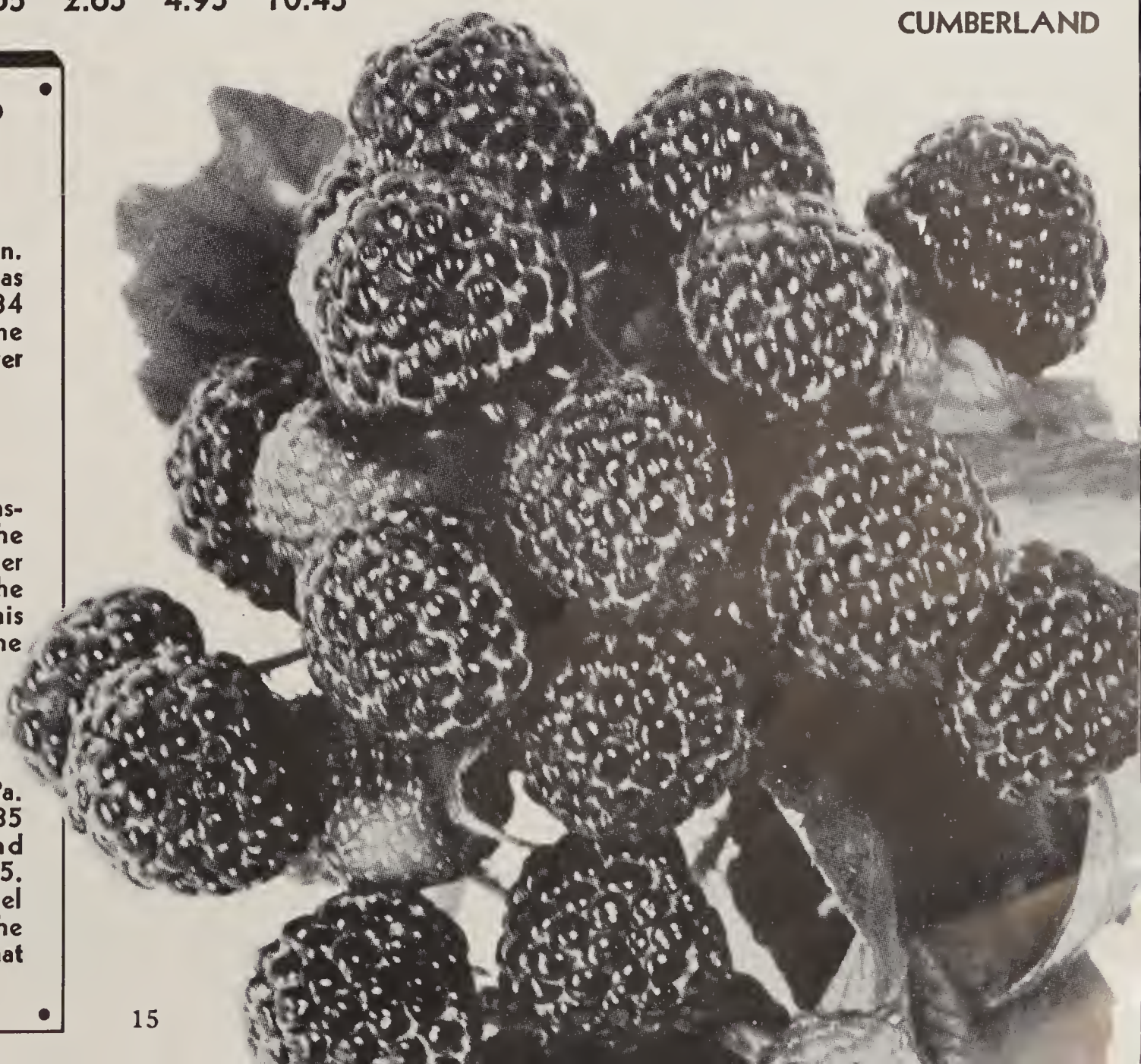
\$ **1.19**

THESE
48
2-YR.
TRANSPLANTS

\$ **2.39**

DON'T FORGET! Big discounts for cash with order as follows: 20% for cash with order in JANUARY. 10% for cash with order in FEBRUARY. 5% for cash with order in MARCH. No discount on special bargain collection offers.

CUMBERLAND





SODUS
PURPLECAP

**FANCY
FRUIT
GARDEN**

\$1.35

Large Plants

6 NEW SODUS Purplecap
6 NEWBURGH Raspberry
6 LOGAN Blackcap
6 ALFRED Blackberry
All Large 1-Yr. plants. Should
bear some first year. **NO DIS-
COUNT ON THIS OFFER.**

10 GIANT NEW PURPLECAP

- A great discovery
- Plants grow like Blackcaps
- Berries resemble Raspberries
- Flavor a blend of both

PLANTS

98¢

NEW SODUS -

The snappiest Purplecap you ever saw! Produces berries measuring an inch in diameter. We have counted 11 ripe berries and 20 in various stages of ripening on one stem at one time! Mild, honey-sweet flavor. Valuable for fresh desserts, pies, jam, preserves. Very firm in quality, and does not crumble. Fruit clings to branch long after full ripe. Plants vigorous growers; hardy, free from mosaic.

ORDER EARLY — SUPPLY LIMITED: Large 1-Yr. plants: 5 for 69c, 10 for 98c, 25 for \$1.95, 100 for \$6.95, 250 for \$14.95, 1000 for \$47.50.

LOGAN EARLY SWEET BLACKCAP 25 Large Plants 69c

A week before Cumberland Blackcaps are ready to pick you can enjoy immense, glossy, purplish-black fruit of Logan. Each berry matures to a plump shape. Richly tart, with a distinctive, wild flavor. No crumbling or seediness. A prolific and dependable bearer every year. Bears paying crops 8 to 12 years. Plants are strong growers and deep rooters. Mr. U. Collins, Sodus, Mich. states: "Logan comes through drought better than other varieties and is entirely free from disease." **ORDER NOW** — plant in April or May.

PRICES OF LOGAN PLANTS

| | 12 | 25 | 50 | 100 | 250 | 1000 |
|--------------------|--------|--------|--------|--------|--------|---------|
| Med. 1-Yr. | | \$0.45 | \$0.75 | \$1.19 | \$2.45 | \$ 8.95 |
| Large 1-Yr. | \$0.39 | .69 | .98 | 1.69 | 3.95 | 12.85 |
| 2-Yr. Trans-plants | .89 | 1.65 | 2.65 | 4.95 | 10.45 | |

LOGAN
BLACKCAP



Emlong's HARDY Northern - Grown GRAPE VINES

Nationally known for QUICK GROWTH, YOUNG BEARING, and PROLIFIC YIELDS of FINEST FRUIT. Order early — see discounts on page 3.

CONCORD BLUE 12 VINES 65c

America's leading table and wine grape. Berries large, bluish black. Flavor rich and sweet. Bunches 5 to 7 inches long. Enormous cropper. Very hardy. Thrives everywhere.

DELAWARE RED 12 VINES for 89c

Richest and sweetest grape in the world! Small berries and bunches. Ideal for fancy desserts and wines. Beautiful wine-red color.

NIAGARA WHITE — 12 VINES 79c

Best amber-white grape. Large berries and bunches. Fine, mellow flavor. Excellent for dessert and preserving purposes. Hardy, thrifty grower, heavy bearer.

IVES BLACK — 12 VINES for 89c

Fancy black grape valued for rich flavor and bright color of juice and wine.

PRICES OF GRAPE VINES

| | 6 | 12 | 25 | 100 | 250 | 1000 |
|----------------------|--------|--------|--------|--------|--------|---------|
| Concord 1-Yr. large | \$0.37 | \$0.65 | \$0.95 | \$2.75 | \$5.85 | \$19.95 |
| Concord 2-Yr. | .59 | .89 | 1.75 | 4.50 | 9.95 | 39.50 |
| Niagara 1-Yr. large | .49 | .79 | 1.15 | 3.45 | 7.95 | 31.50 |
| Niagara, 2-Yr. | .75 | 1.25 | 1.95 | 6.95 | 13.95 | 43.50 |
| Delaware 1-Yr. large | .59 | .89 | 1.45 | 4.50 | 10.45 | |
| Delaware 2-Yr. | .89 | 1.49 | 2.45 | 8.95 | | |
| Moore's Early 1-Yr. | .49 | .79 | 1.15 | 3.45 | 7.95 | |
| Agawam Red 1-Yr. | .49 | .79 | 1.15 | 3.45 | 7.95 | |

Ives vines — same price as Delaware — 1-Yr. and 2-Yr. stock.

GRAPE FENCE

89¢

3 CONCORD
3 NIAGARA
3 DELA-
WARE
3 IVES

Large 1-Yr. vines.
No discount on this offer.

GRAPE ARBOR

79¢

2 CONCORD
2 NIAGARA
2 DELA-
WARE

2-Yr. heavy vines.
No discount on this offer.

\$1.69

GRAPE VINEYARD

12 CONCORD Blue
6 NIAGARA White
6 DELAWARE Red
6 IVES Black

All large 1-Yr. selected vines.
No discount on this offer.

DELAWARE

CONCORD

PUT
STAMP
HERE

Emlong's
SQUARE DEALING NURSERY
Stevensville, Michigan

WRITE YOUR ADDRESS PLAINLY

Name

City

State County

Street

Rural Route No. Box No.

(To be filled in by customer)

We cannot accept orders amounting to less than \$1.00.
NO DISCOUNT ALLOWED ON SPECIAL COLLEC-
OFFERS. Read the other side of this blank before ordering.

INSTRUCTIONS FOR ORDERING

WHEN TO ORDER: As soon as you receive this catalog. We reserve the stock for you and ship at the proper time for planting in your locality. We send you an acknowledgement of the order, stating approximate time when shipment will be made. **ORDER EARLY**, as nursery stock is very scarce this year. This is our only catalog. There will not be any cut-price bargain folders this year. Don't put off ordering as you are liable to be disappointed.

DISCOUNTS: See page 3 of catalog.

HOW TO ORDER: Use this order blank. If you want another for a friend we will be glad to send it upon request. Be sure to **WRITE PLAINLY**, giving complete name, Postoffice, Shipping point, street address or rural route, and state.

TERMS: Full cash with small orders. Orders amounting to over \$10.00 will be reserved with a payment of $\frac{1}{4}$ cash and balance may be sent **BEFORE SHIPPING TIME**. **WE DO NOT BOOK C.O.D. OR CREDIT ORDERS**. Send **MONEY ORDER OR CHECK**. If cash is sent, register the letter. **NO DISCOUNT IS ALLOWED UNLESS FULL CASH IS SENT WITH ORDER**, as explained on page 3.

TRANSPORTATION CHARGES: To be paid by purchaser upon receipt of shipment. Small orders will be prepaid if you add 1/10 to the amount of order for postage.

HOW TO SHIP: Small orders are sent quickest and cheapest by Parcel Post. We recommend Express for large orders, as freight is too slow. Shipments of several thousand cane plants or several hundred trees can be sent by freight during March or April.

SHIPPING SEASON: Spring is the ideal time to plant nursery stock. We ship during late March, April, and May. Items suitable for Fall planting are shipped in late October and November. Don't wait until planting time—**ORDER NOW**. We might be sold out of items which you want at a later date.

SAFE ARRIVAL: All stock is guaranteed to reach you in perfect condition. If anything arrives damaged, obtain a damage statement from Postmaster or Express agent and send it to us before three days elapse. Check over your stock carefully when it arrives. Report errors and shortages at once. No claims are allowed unless report is filed at once.

EXTRA STOCK WITH YOUR ORDER!

When sending your order, fill in the following blanks with the names and addresses of persons **WHO OWN THEIR HOMES** and are **INTERESTED IN PLANTING NURSERY STOCK** this year. Your name will be held confidential. In return for this favor we will include extra nursery stock with your order.

Complete Name

R.F.D. or street & No.

Town

State

**WAIT! HAVE YOU GIVEN
COMPLETE SHIPPING ADDRESS?**



Alfred
Berries
2/3 natural
size

**100
BIG
PLANTS
\$1.85**

**The Fine Late
BLACKBERRY**
Famed for Quality

ELDORADO

Berries are medium to large, depending on soil and care given plants. Extra-firm in quality, jet black and do not fade. Free from seediness. One of the finest canning and shipping berries. Plants strong, upright growers and regular, heavy producers even on poor soil. EM-LONG'S PLANTS ARE BEST — why take chances on others? **PRICES:**

| | 12 | 25 | 50 | 100 | 250 | 1000 |
|--------------------|--------|--------|--------|--------|--------|---------|
| Large 1-Yr. | \$0.39 | \$0.69 | \$0.95 | \$1.85 | \$4.25 | \$13.50 |
| 2-Yr. Trans-plants | .79 | 1.25 | 2.25 | 3.95 | 8.95 | 29.50 |

Wm. Hough, Paducah, Ky. writes: "The 200 Alfred plants I bought of you LAST year bore 648 quarts THIS year. Sold at \$1.80 crate wholesale." (Average \$700 per acre!)

**25
BIG PLANTS
89¢**

The Luscious
ALFRED
Early Blackberry

Alfred berries are beautiful, glistening black, and measure fully 1½ to 2 inches long. They are almost free from seeds and core. Flavor is enticingly wild and rich! The fanciest dessert Blackberry to serve fresh, canned or in pies. Makes snappy juices and jam.

Alfred plants are healthy, young-bearers, heavy-yielders, succeed on all soil, and withstand a winter temperature of 30 degrees below zero. You'll never know how good Blackberries are until you grow Alfred!

PRICES: Alfred Plants

| | 12 | 25 | 50 | 100 | 250 | 1000 |
|--------------------|--------|--------|--------|--------|--------|---------|
| Large 1-Yr. | \$0.59 | \$0.89 | \$1.50 | \$2.45 | \$5.45 | \$16.50 |
| 2-Yr. Trans-plants | .89 | 1.65 | 2.65 | 4.95 | 10.45 | 34.50 |

LUCRETIA
Delicious Dewberry

Extra-large, long, glistening black fruit with an exotically rich flavor. Very juicy. Fine for fresh desserts, pies, jam, juices, etc. Ripen two weeks earlier than Blackberries. Very productive.

LARGE 1-YR. PLANTS: 12 — 59¢, 25 — 89¢, 50 — \$1.25, 100 — \$2.25, 1000 — \$14.50.

**25
FINE
PLANTS
89¢**

**Complete
BERRY
GARDEN \$1.10**

The ideal berry garden for a small family with a small yard. Includes:

12 BLACKBERRY PLANTS (6 Alfred 6 Eldorado)

12 RASPBERRY PLANTS (6 Chief 6 Latham)

12 BLACKCAP PLANTS (6 Logan 6 Cumberland)

36 Large 1-Yr. Plants \$1.10

36 Bearing-Age Plants \$1.95

No discount on this offer

Emlong's WASHINGTON RUST-PROOF ASPARAGUS PAYS UP TO \$1000 PER ACRE

Returns of \$25 to every \$1 invested in Washington Rust-Proof Asparagus plantings! That's the report of growers — and they make it every year from the same field for 10 to 15 years. The crop requires very little labor, and fertilizer costs little — or nothing if you have stable manure available. Wise growers have discarded all old varieties in favor of Washington. It produces attractive purplish-green stalks which are noted for tenderness and rich flavor. Enormously productive of first-rate stalks. Rapid grower, which means many cuttings and more profits. 5,000 roots plant an acre.

EARLIEST SPRING INCOME

Before other Spring vegetables are ready you can be selling Asparagus, and find a ready market for it. Cash comes in handy at that time of the year too! Tips can be bunched and shipped to nearby markets — the straight ones for retail and crooked ones for canning factory trade. There's no waste to Washington, for every tip is healthy and useable.

A VITAMIN-FILLED FOOD

Every year the demand for this delicious vegetable increases. Physicians and dietitians claim it is rich in vitamins essential to good health. Everyone likes it, and everyone can eat it! Plant at least a hundred roots in your garden to supply your table and home canning needs.

EMLONG-GROWN ROOTS ARE BEST

We have ideal soil for producing long, white, healthy Asparagus roots. Our one-year roots have been acclaimed as large as ordinary 2-year roots sold by other firms. Our large-scale production makes it possible for us to supply you at lowest prices. PLANTING AND CANNING DIRECTIONS FREE WITH ORDERS UPON REQUEST.

PRICES

ASPARAGUS ROOTS

1-YR. GRADE: 25 roots 35c, 50 roots 55c, 100 roots 85c, 250 roots \$1.95, 1000 roots \$4.85.
2-YR. GRADE: 25 roots 55c, 50 roots 95c, 100 roots \$1.45, 250 roots \$3.25, 1000 roots \$7.50.

RHUBARB

Mammoth Victoria famed for size, flavor, tenderness and rich color. Very juicy. Immensely productive. Delicious for sauce, pie, etc. Earliest Spring "fruit".

LARGE ROOTS:
6 — 50c, 12 — 85c,
25 — \$1.50, 100 — \$4.95.

*Bargain
Price*

1000 ^{BIG} ROOTS

\$4.85

100
FINE ROOTS
For Your Garden
85¢

12
ROOTS
85¢

NEW

"Taylor"

JUMBO RED RASPBERRY

Distinctly new in every way! Released by the New York Expt. Station after 10 years of testing. **BEST LATE** raspberry on record! Berries are **LARGER** than other varieties; **OBLONG** in shape; **FIRM** as Newburgh; **RICH IN FLAVOR** as Cuthbert. **BRIGHT**, snappy-red color, small cavity, and freedom from crumbling make it superb. Every berry is alike, from the first to last picking, over a long fruiting season.

Taylor plants are tall, vigorous growers, hardy and disease-resistant. Rigid canes support enormous crops of perfect fruit.

SUPPLY LIMITED — ORDER EARLY. 6 plants \$1.25, 12 plants \$1.95, 25 plants \$3.50, 100 for \$12.50.



EUREKA

MAMMOTH — NEW!

"Eureka"

A 3-IN-1 TREE FRUIT

EUREKA! is the way you will exclaim when you first see this marvelous new tree fruit! It's **LARGE** as an Apple; **SMOOTH** as a Plum; **RICH** as an Apricot; flesh **JUICY** and **MELLOW** like a Peach.

Can be eaten, canned or marketed in July when half ripe — in the **GOLDEN** stage, and four weeks later when full ripe — in the **MAROON** stage.

Discovered in the hills of Southern Illinois by R. Z. Nolan and tested for nine years. Tree is perfectly hardy, self-pollenizing, and produces the year following planting. Astoundingly productive. Propagation rights reserved by Emlong's Nursery. Only a few trees to offer this year.

ORDER TODAY — Be first to grow EUREKA in your city. 2-Yr. 4-5 Ft. trees: \$1.25 each.



TAYLOR

FIRST OFFERING OF THE GRAND

"Indian Summer"

TWO-CROP RASPBERRY

The result of 11 years work at the New York Expt. Station! Now a proven success! Beautiful, plump, roundish-conical berries of deep, glossy-red mature to a diameter of fully an inch each way. Remarkably firm quality and richly sweet in flavor.

Indian Summer is immensely productive at both seasons. Bears in June on old canes, and in September and October on new canes. Fruits after the thermometer reads 28° F. Marvelous for the home garden and a big money-maker for the market grower. Hardy, easy to grow, immune from disease. Complete cultural directions sent with plants.

ORDER TODAY — limited supply. PRICES: 6 plants \$1.35, 12 plants \$2.45, 25 plants \$4.25, 100 plants \$13.95.



INDIAN
SUMMER



And here's a dandy New STRAWBERRY

"Ambrosia Late"

Big, husky plants, originated in Wisconsin. Often grows 18 inches tall! Rigid stems support terrific loads of large, semi-pointed berries of dazzling, flame-red color. Exquisitely flavored. Firm flesh and skin.

Ambrosia ripens a month later than Premier — when other Strawberries are gone. Matures every berry to full size. It is self-pollenizing, perfectly hardy, and impartial to soil or weather conditions.

C. J. Turley, New Buffalo, Michigan states that he made \$150 wholesale from berries produced by 500 Ambrosia plants in 1936. At that rate an acre would bring \$2400. Be first in your town to grow this fine late berry!

PRICE — while they last: 25 plants 85c, 50 plants \$1.35, 100 plants \$1.95, 250 plants \$4.25, 500 plants \$6.75, 1000 plants \$11.95.

"Dandy Dozen" PEACH ORCHARD

2 Golden Jubilee, 2 Elberta, 2 J. H. Hale, 2 Early Elberta, 2 South Haven, 2 Rochester.

\$2.19

BIG 5 PEACH GROVE

ONLY

1 Hale Haven, 1 Golden Jubilee, 1 South Haven, 1 Elberta, 1 J. H. Hale.
All 4-5 Ft. $\frac{9}{16}$ " caliper.
(No discount)

\$1.45

Emlong's Hardy MICHIGAN-BRAND

PEACH TREES

Bear Quick-Pay Big

Our field of peach trees was adjudged the finest in the country this year! Every tree is packed full of VIGOR and ready to THRIVE RAPIDLY and BEAR QUICKLY AND HEAVILY for you! Note the marvelous development of the tree below, photographed October 8, 1936. Other photo shows 100,000 more of these fine specimens, ready to plant in your fields this year. They bear quick because they're built with lots of roots and well balanced tops and heavy caliper.

See Pages
24 and 25
for prices
and variety
descriptions

Yes, ORCHARDS PAY-If

You plant high grade trees of popular varieties and give them proper care, so as to harvest big crops of first-class fruit. The day of planting cheap, scrubby peach trees is over. ONLY GOOD TREES bear FINE fruit, and ONLY FINE FRUIT brings PROFITABLE returns. With

those facts firmly in mind, make out your order today for the best peach trees in America and send it to EMLONG!

Now IS THE TIME

The brisk demand for peaches last Fall and high prices paid for fruit will be repeated for many years to come. Peach trees are extremely scarce, and will be still scarcer next year! The supply will not fill more than one-half the demand. ORDER YOURS EARLY — get a big orchard started THIS YEAR and PREPARE FOR YOUR SHARE OF THE BIG PROFITS AHEAD! Prices and varieties of peach trees shown on pages 24 and 25.



A fair sample of Emlong's Vigor-Filled Peach trees. Both photos taken Oct. 8, 1936.

Reserve your trees from this field of husky beauties! The finest in the country.

MONEY MAKERS Peach Orchard

10 Elberta
5 South Haven
5 J. H. Hale
5 Golden Jubilee

The 25 TREES,
All 3-4 Ft. (No discount on this offer)

25 TREES

\$4.90

— PEACH BULLETINS —

"To my surprise, the Peach, Pear and Cherry trees purchased of you LAST YEAR are bearing THIS YEAR! Something previously unseen or unheard of around here!" H. Schneider, Detroit, Mich.

"My peach trees are bearing the finest, best flavored fruit I ever grew. They are ALL TRUE TO NAME." Roy Kerr, Means, Ohio.

"Your trees are better than some I paid twice as much for elsewhere." Harry Howe, Massillon, Ohio.



Emlong's Sensational SALE of APPLE TREES

Lowest Prices on Record!

See pages
28 and 29
for Prices
and list of
varieties.

Never before have guaranteed first-class Apple trees been offered at such low retail prices! Every tree is a perfect specimen, properly grafted and properly grown. Equipped with twice the roots of ordinary Apple trees; have heavy caliper, and are nicely headed. Trunks are smooth and trees free from disease. **START AN ORCHARD** this year and enjoy the fine **CASH ANNUAL PROFITS** the balance of your life!

SHAPE THEM YOUR WAY

The proper way to start a big-yielding, big-paying apple orchard is to buy first-class, northern-grown, *one-year old* trees and **SHAPE THEM TO SUIT YOUR REQUIREMENTS**. Head them right to make them easy to spray, prune, and pick from. Guard against the difficulty of bad crotches and misplaced limbs which ruin trees when they reach the heavy-bearing stage. You can't shape a 2-year tree like you can a one-year tree!

GET FINE FRUIT — HEAVY YIELDS — START NOW

Here is the chance of a lifetime to start **YOUR IDEAL ORCHARD**! You can't afford to delay another year when first-class trees can be bought at our low price. Emlong's trees are famed for **QUICK** and **HEAVY PRODUCTION** of **FIRST QUALITY FRUIT**. We know how to breed **VITALITY** and **BEARING POWER** into them, and that's your assurance of success and big profits. **BUY EMLONG'S TREES — SAVE MONEY — MAKE MONEY — BE SATISFIED!** See Pages 28 and 29 **FOR PRICES AND VARIETIES OF APPLES**

2YR. APPLE TREES

For those who prefer them:
VARIETIES — JONATHAN RED DELICIOUS, WINESAP, MCINTOSH, YELLOW DELICIOUS.
All 2-Yr. 4-5 Ft. $\frac{9}{16}$ cali-
per. **PRICES: 57c each,**
10 for \$4.85, 25 for
\$10.95.

— APPLE BULLETINS —

"I ordered 85 apple trees from you 5 years ago. They are **ALL BEARING**, producing **TRUE TO NAME, FIRST CLASS FRUIT**. Haven't lost a tree. Neighbors admire my orchard." John Lunkko, Westboro, Mass.

"Apple trees bought of you **LAST YEAR** are bearing **THIS YEAR**. A Cortland tree has 32 apples on it!" C. Johnston, Canfield, Ohio.

BIG 12 APPLE ORCHARD

Big-yield, **SUMMER, FALL** and **WINTER EATING** and **STORAGE** kinds. We select and label 12 different varieties. Well-rooted, 1-Yr. 3-4 Ft. trees. **No discount on this offer. A BARGAIN AT**

\$1.49

PEACH & APPLE ORCHARD

1 Hale Haven, 1 Baldwin, 1 Elberta, 1 McIntosh, 1 Golden Jubilee, 1 Winesap, 1 South Haven, 1 Jonathan, 1 J. H. Hale, and 1 Delicious. All 3-4 Ft. trees, no discount.

10 \$1.79
Big Trees

Emlong's ALL-RED APPLE GROVE

1 Jonathan
1 Delicious
1 McIntosh
1 Winesap
1 Cortland
1 Baldwin

All 3-4 Ft. trees

\$1.

150,000

of Emlong's fine Apple trees are ready to plant in your fields this year. Everyone is healthy, hardy, heavy-rooted, well-calipered. They're ready to make a quick growth and bear heavy crops for you.





**GOLDEN
JUBILEE**

SOUTH HAVEN

THE PEACH FOR BIG ORCHARDISTS

The peach which paved the way for many new varieties! It's a great big golden-yellow fruit with beautiful dark-red cheek and markings. Flesh is golden, even after being canned — and ever so rich and sweet. Firmness and fine grain make it an excellent keeper and shipper. Ripens 14 days ahead of Elberta, is freestone and self-fertile. Trees hardy, quick growers and bear young. A heavy cropper on all soils every year. **PRICES** at top of this page.



**SOUTH
HAVEN**

MONEY-SAVING PRICES

All varieties of Peach trees *except* Hale-Haven:

| | Each | 10 | 100 |
|----------------------------------|------|--------|---------|
| Strong Whips | | \$1.75 | \$13.95 |
| 2-3 Ft. $\frac{5}{16}$ " caliper | | 1.95 | 16.95 |
| 3-4 Ft. $\frac{7}{16}$ " caliper | 35c | 2.85 | 24.50 |
| 4-5 Ft. $\frac{9}{16}$ " caliper | 40c | 3.45 | 29.50 |

HALE-HAVEN PRICES:

| | Each | 10 | 100 |
|----------------------------------|------|--------|---------|
| Strong whips | | \$2.50 | \$19.00 |
| 2-3 Ft. $\frac{5}{16}$ " caliper | 40c | 3.50 | 27.50 |
| 3-4 Ft. $\frac{7}{16}$ " caliper | 45c | 4.00 | 32.50 |
| 4-5 Ft. $\frac{9}{16}$ " caliper | 50c | 4.50 | 37.50 |

Figure 10 to 50 trees at the 10 rate; 50 or more at the 100 rate.

GOLDEN JUBILEE

- **EARLY AS ROCHESTER**
- **SOLID AS ELBERTA**
- **DELICIOUS AS HALE-HAVEN**

The new extra-early shipping peach which has taken peach growers by surprise! Ripens with Rochester, earlier than South Haven. Delightfully appetizing in appearance, with its large size, rich golden color over-spread with red blush, and ability to resist bruising. Has an exquisitely rich, new, syrupy flavor!

Golden Jubilee is superb for fresh desserts, canning, marketing and shipping. Leading commercial growers are making big money with it, for it holds up as well as Rochester for shipping and the large size commands high prices. *Cash in on it while it's new!* **PRICE** at top of this page.

J. H. HALE—The Big Beauty

Hale has won more praise than other peaches for its great beauty. Fruit is immense and nearly fuzzless. Marvelous quality and richly delicious flavor. Color is bright yellow with carmine blush. Trees are hardy, vigorous growers, and bear young. Plant with other varieties. Fruit brings \$3.50 up per bushel! **PRICE** of trees at top of this page.

Special Offer!

BEARING-SIZE PEACH TREES

While they last, we offer our special grade 5-6 Ft. $\frac{11}{16}$ " caliper trees in the following varieties. **HALE-HAVEN, GOLDEN JUBILEE, SOUTH HAVEN, ELBERTA, J. H. HALE.** Often bear the first year.

PRICE: 85c each, 1 EACH OF THE 5 TREES \$3.45.

10 FOR \$1 75

THE GREAT ELBERTA

King of mid-season peaches throughout the country. The standard of excellence by which all other peach varieties are judged. Fruit is very large; bright, snappy-yellow with deep red blush, and has an excellent flavor. Ideally firm in quality, it stands handling exceptionally well, making it the leading storage and shipping variety. Elberta peaches placed in storage here last Summer and sold late in the season brought \$2.50 per bushel up at wholesale. Widely used for canning and drying. Freestone and fertile.

Emlong's Elberta trees are budded from carefully selected BEARING TREES, which insures extra-large size fruit and extra-bright colored fruit. They are noted for hardiness and thriftiness, and for producing enormous crops. **BUY EARLY—PEACH TREES ARE SCARCE THIS YEAR. PRICES at top of opposite page. DON'T FORGET THE EARLY-ORDER DISCOUNTS ON PAGE 3.**

ORIOLE

A delicious orange ball of color! Medium-sized fruit which can be made larger by thinning. Its chief value is for the **EXTREMELY RICH FLAVOR**, firm shipping quality, and **HARDINESS**. Has withstood 20 below zero. Fancy freestone, self-fertile peach worthy of a place in every orchard. Ripens ahead of Rochester.

EARLY ELBERTA

Has the same general shape and manner of growth as Elberta but is larger and colors more highly. Flesh is yellow, fine-grained, sweet and juicy. Ripens extra-early and is highly valued for home use and market. Tree is prolific, annual bearer. Freestone and self-fertile.

ELBERTA



HALE-HAVEN

THE MARVEL PEACH OF TODAY!

(Picture on Back Cover)

Only a few years old, but Hale-Haven has already stepped out ahead of all other peaches in the great orchard sections! It's a great big handful of rich, snappy, tempting sweetness which, once tasted, will always be remembered.

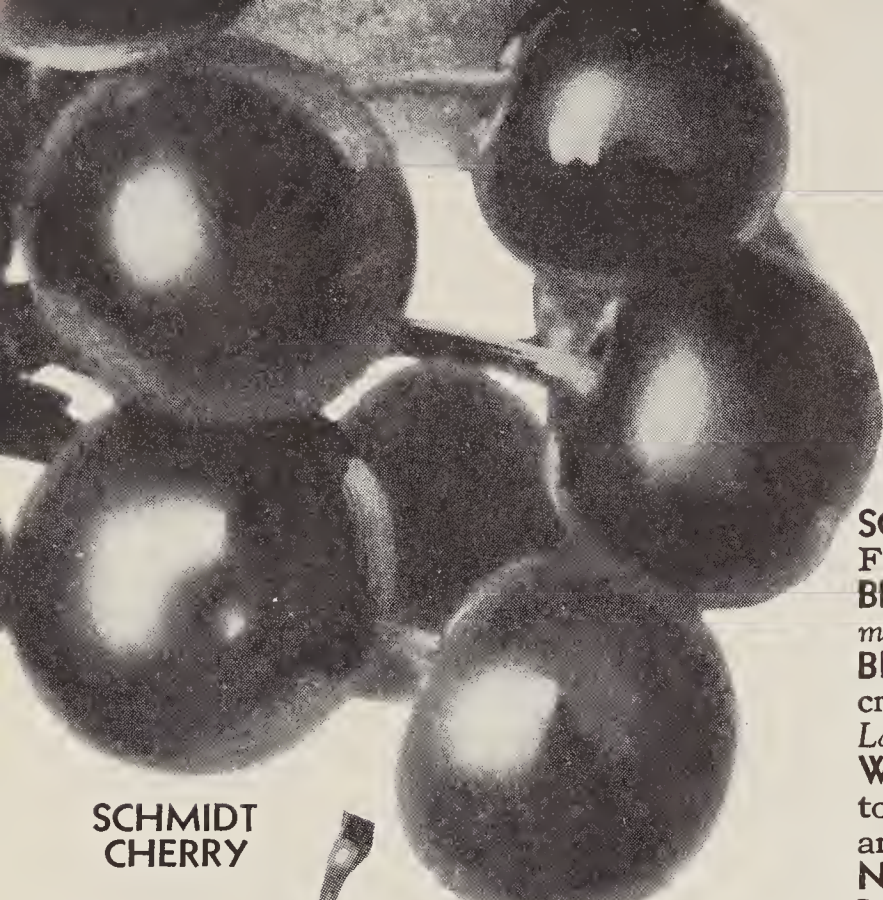
Every single peach ripens to a rich gold color almost overspread with brilliant red, ON THE TREE BEFORE FULL RIPE! Combines the large size of J. H. Hale with the extra-firm shipping quality of South Haven. Retains its rich flavor after being canned. Hale-Haven ripens 10 days before Elberta, is completely fertile and freestone. Trees are rapid growers, young bearers, heavy producers, and **SURE CROPPERS EVERY YEAR—** because they have never been known to suffer winter injury. **STOOD 26 BELOW ZERO LAST WINTER without a single bud injury!** **ORDER EARLY—SUPPLY IS LIMITED.** No more than 1/4 Hale-Haven can be included in lots of several hundred trees.



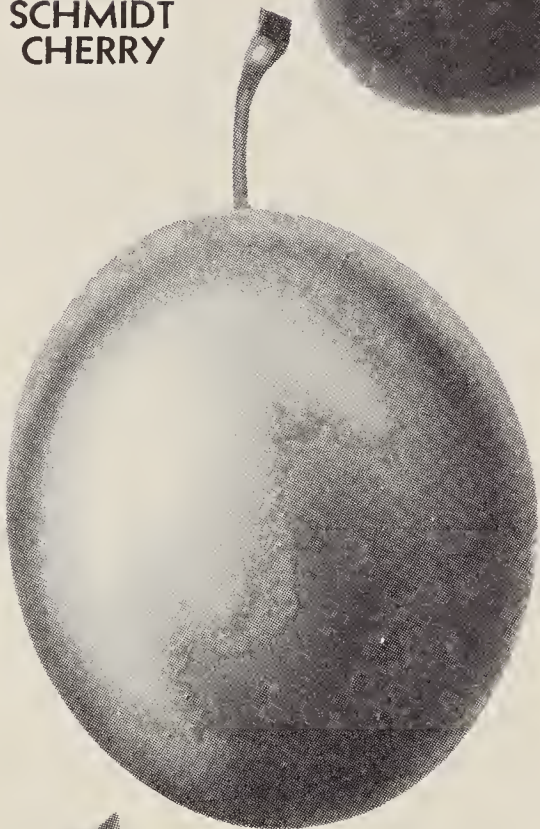
J. H. HALE

ROCHESTER

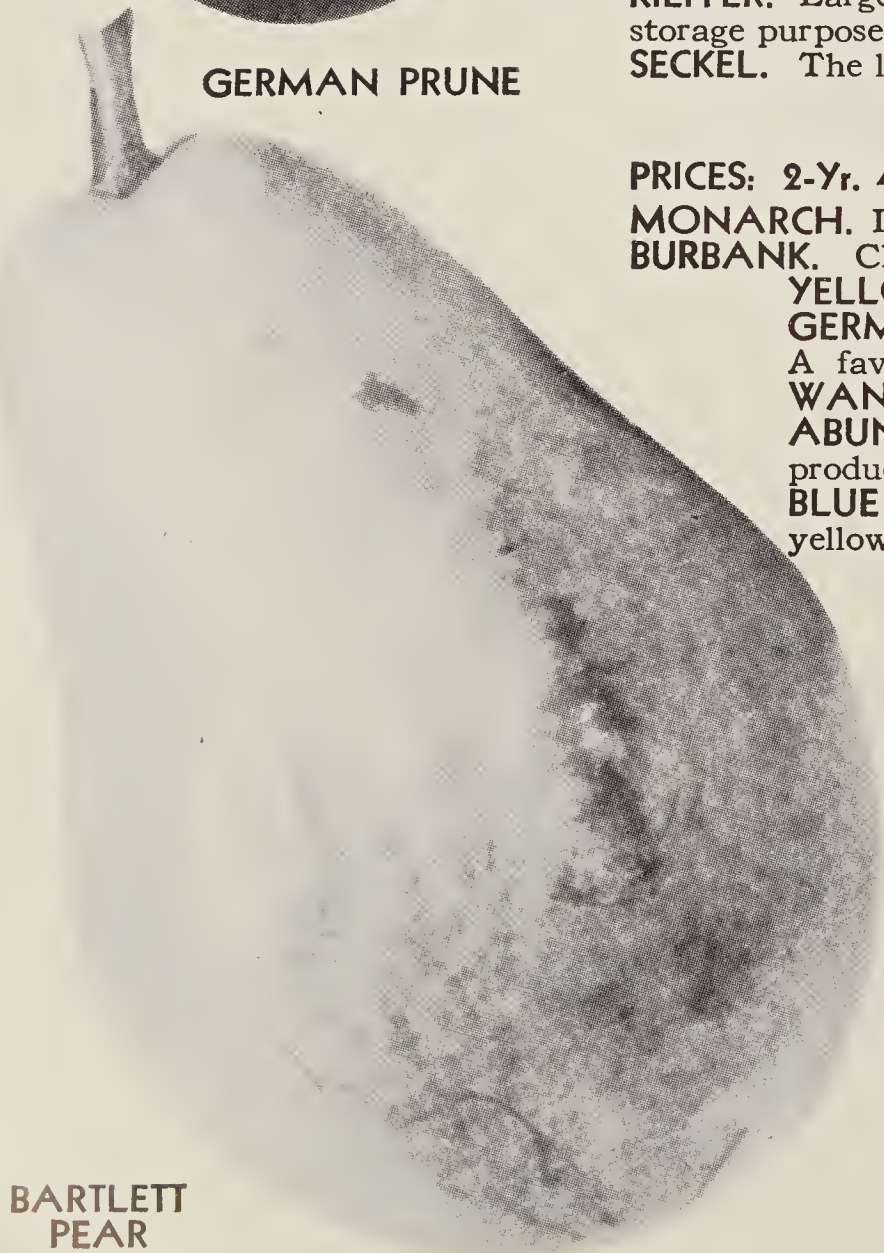
Early Yellow Freestone peach which bears large, bright orange fruit with most brilliant red cheek and stripes. Deliciously rich flavor. Small pit. One of the best for canning and shipping. Tree bears young and produces heavily every year. Very hardy. Prices at top of opposite page.



SCHMIDT
CHERRY



GERMAN PRUNE



BARTLETT
PEAR

SAMPLER ORCHARD

A SCHMIDT Cherry, 1 BART-
LETT Pear, 1 BURBANK Plum,
1 ELBERTA Peach, 1 MCINTOSH
Apple, 1 MONTMORENCY
Cherry.

All 2-Yr. 4-5 Ft. trees No discount

*Now
Only*
\$1.95

SWEET CHERRY TREES 67c

PRICES: 2 Yr. 4-5 Ft. $\frac{9}{16}$ " caliper. ALL VARIETIES:
67c each, 10 for \$5.85.

SCHMIDT. Dark red fruit. Extra large and of excellent quality. Flesh is crisp, juicy and sweet. Heavy annual producer. *Midseason.*
BING. Large, dark blackish-red fruit of exquisite flavor. *Fancy midseason eating variety. Very popular.*

BLACK TARTARIAN. Large, glossy, purplish-black fruit that is crisp, juicy and delicious. Fine for eating, canning, shipping. *Late June.*

WINDSOR. *Best late dark-red Sweet variety.* Resists rot and clings to tree long after full ripe. Brings high prices. Excellent for canning and shipping.

NAPOLEON. Or Royal Ann. Finest Yellow cherry with red cheek. Mighty good for eating and canning. Good shipper, prolific bearer.

SOOR CHERRY TREES 47c

PRICES: 2-Yr. 4-5 Ft. $\frac{9}{16}$ " caliper. BOTH VARIETIES: 47c each, 10 trees \$4.45, 25 trees \$9.95.

MONTMORENCY Most popular and best-paying Sour Cherry in existence. Ripens midseason to late. Marvelous flavor and best quality for canning and shipping. Fruit is large, dark-red, medium-acid. Ripens 10 days after Richmond. (Trees are scarce this year.)

EARLY RICHMOND. Dependable big-yielding acid variety. Bright red in color, very juicy. Ripens extra early. Favorite for pies.

PEAR TREES 67c EACH

PRICES: 2-Yr. 4-5 Ft. $\frac{9}{16}$ " caliper. ALL VARIETIES: 67c each, 10 for \$5.85.

BARTLETT. Reigns supreme for flavor, quality and yield. Ripens late summer. Fruit is large, bright yellow with red cheek. Dandy fruit to eat fresh or canned. Fine for shipping and storage. Supply limited — order early.

CLAPPS FAVORITE. Large, pale yellow, red cheek. Flesh fine and sweet. Ripens midseason. *Fancy eating variety.*

KIEFFER. Large, yellow **EXTRA-LATE** variety favored for canning and storage purposes. Very hardy and a heavy cropper.

SECKEL. The little sweet, red "Sugar Pear". Good to eat and pickle.

PLUM TREES 67c EACH

PRICES: 2-Yr. 4-5 Ft. $\frac{9}{16}$ " caliper. ALL VARIETIES: 67c each, 10 for \$5.85.

MONARCH. Large, round, purplish-blue. Yellow flesh. Richly flavored.

BURBANK. Cherry-red with yellow flesh. Tremendous producer.

YELLOW EGG. Large, oval golden skin and flesh. Hardy, prolific.

GERMAN PRUNE. Large, oblong, bluish-purple. Firm and sweet. A favorite for canning, drying and shipping. Heavy producer.

WANETA. Immense, maroon-red with yellow flesh. Very hardy.

ABUNDANCE. Round, amber-colored with red blush. Very productive.

BLUE DAMSON. Highly and richly flavored. Blue skin with yellow flesh. Very firm quality. Favored for canning and shipping.

QUINCE TREES 75c

Orange variety. Large, yellow fruit. Excellent for preserving, jelly making, and baking. 2-Yr. trees 75c each; 10 for \$6.85.

APRICOT TREES 75c

Choice of **SUPERB** or **MOOREPARK** varieties: Bright orange flesh and skin. Superb flavor for fresh desserts, drying, or canning. Plant two to insure pollenization. 4-5 Ft. trees: 75c each; 10 for \$6.85.

QUALITY ORCHARD

1 TARTARIAN Sweet Cherry, 1
MONTMORENCY Sour Cherry,
1 BARTLETT early Pear, 1
KIEFFER late Pear, 1 MON-
ARCH Purple Plum, 1 ABUN-
DANCE Red Plum.

All 2-Yr. 4-5 Ft. trees (No discount)

*Bargain
Price*
\$2.55

7 FINE SHADE TREES

1 Chinese Elm 2-3 Ft., 1 Hard Maple 4-5 Ft., 1 Wis. Wp. Willow 3-4 Ft., 1 Lombardy Poplar 3-4 Ft., 1 Carolina Poplar 3-4 Ft., 1 Golden Wp. Willow 3-4 Ft., 1 Soft Maple 4-5 Ft. (No discount on this offer.)

\$1.29

LOMBARDY POPLARS — 3 FOR 59c

Tall, stately columns of dark, shiny-green leaves. An outstanding tree, ranking second popular in America! Never grows out of shape. VERY RAPID GROWER even on poorest soil. Does not clog drains. Widely used for screening, windbreaks, property lines, and corner groups of 3 and 5 trees.

SPECIAL LOW PRICES: 3-4 Ft. 3 for 59c, 10 for \$1.49, 50 for \$5.95. 6-8 Ft. 50c each, 3 for \$1.35, 10 for \$3.95.

CAROLINA POPLARS — 3 FOR 59c

Dark green leaves. Vigorous grower thriving on poorest soils. Stands neglect and severe weather. Grows pyramidal but can be trained to spreading head by cutting back top several times.

PRICES: 3-4 Ft. 3 trees 59c, 10 for \$1.49, 50 for \$5.95.

3 CHINESE ELM 79c Specimen 3-4 Ft. Trees

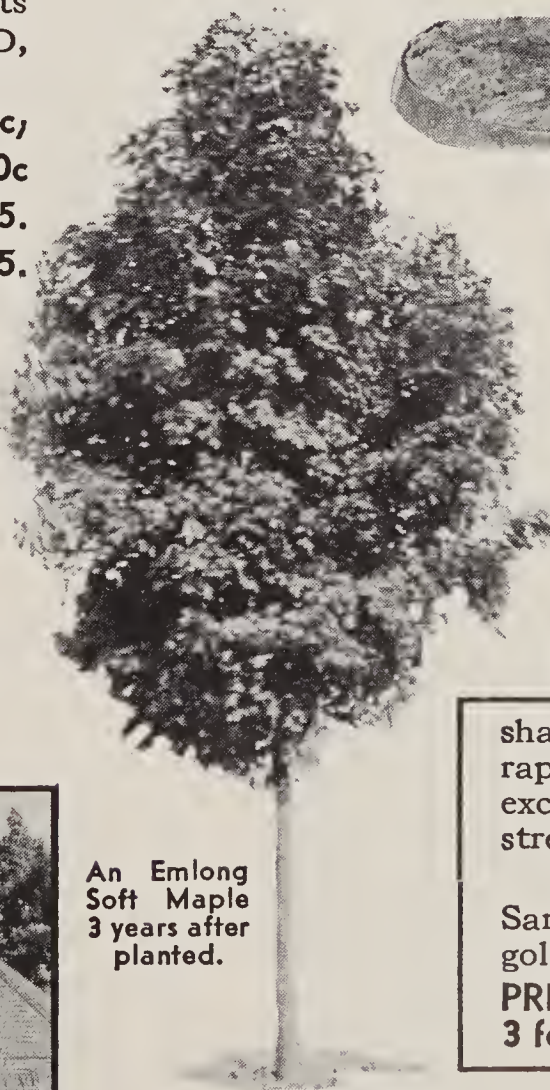
Most popular shade tree in America! Our strain is the hardy kind from North China. Thrives on all soils and GROWS RAPIDLY. Makes a very stable tree. Forms a well-shaped, rounding head, with many branches and abundant foliage. Leaves fine and artistically cut. Free from diseases common to other Elms. Branches not easily broken from storms. The ideal tree for street and park plantings, lawn specimens and groups. Roots do not clog drains. HEAVY ROOTED, WELL BRANCHED TREES:

SPECIAL LOW PRICES: 2-3 Ft. 3 for 59c, 10 for \$1.49, 50 for \$5.95, 3-4 Ft. 30c each, 3 for 79c, 10 for \$2.45, 50 for \$9.85. 6-8 Ft. 85c each, 3 for \$2.25, 10 for \$6.75.

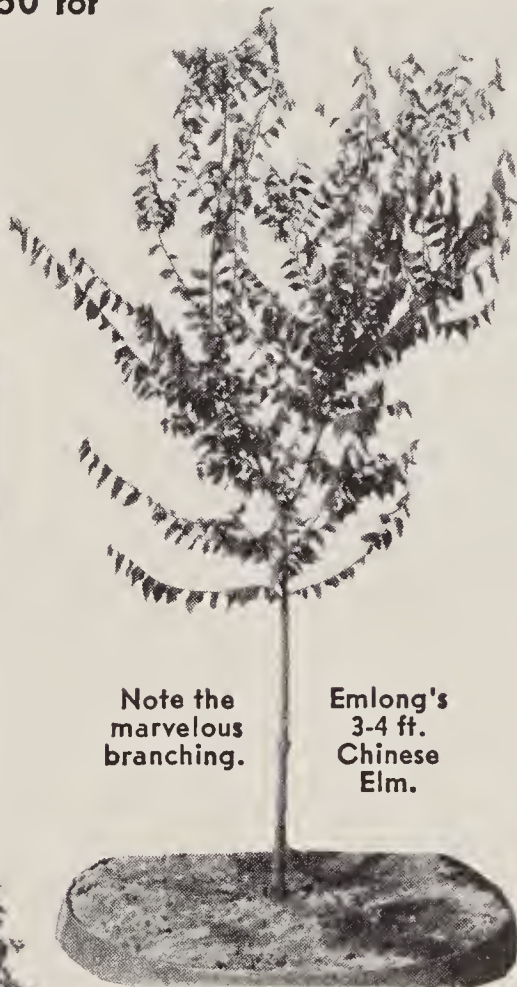
HARD MAPLES 49c

The grand old "Sugar Maple" that outlives even those who plant it. Forms large, spreading head. Grows 100 feet at maturity. Well-rooted, branched 5-6 Ft. trees:

PRICES: 49c each, 3 for \$1.25, 10 for \$2.85.

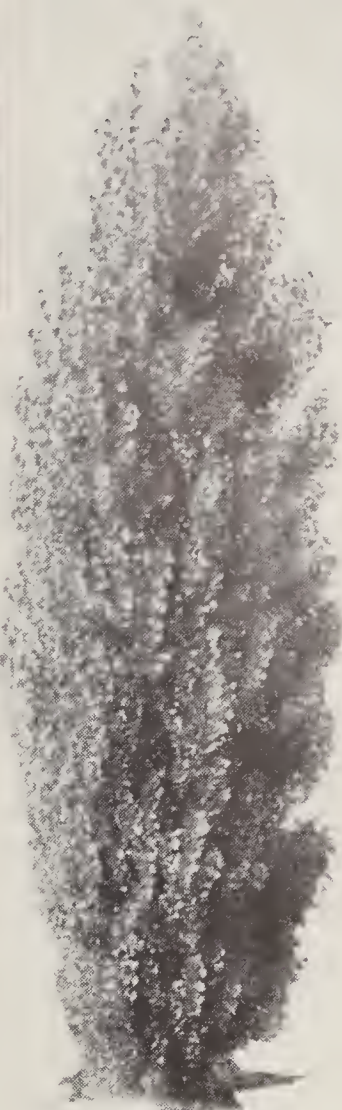


An Emlong Soft Maple 3 years after planted.



Note the marvelous branching.

Emlong's 3-4 ft. Chinese Elm.



Stately Lombardy

CATALPA BUNGEI

The little umbrella shaped tree with large, heart-shaped green leaves. Usually planted in pairs.

PRICES: 2-Yr. 5-6 Ft. 85c each, 2 for \$1.50.

WILLOWS

WISCONSIN WEEPING

Long, shiny-green leaves borne on slender branches which sweep to the ground. May be trimmed to formal

shape shown in photo if desired. Grows rapidly on all soils. Does not require excessive moisture. Fine for lawn specimen, street and park planting.

NIOBE GOLDEN WEEPING

Same habit as the above but bark is bright golden color. Very showy and desirable.

PRICES, ALL WILLOWS: 3-4 Ft. 25c each, 3 for 59c, 10 for \$1.49.

3 FOR 59c

SOFT MAPLE

A lightning speed grower! Succeeds on poorest soils and is very hardy. Dark-green, finely cut and shaped leaves. Forms a round, wide-spreading head. Well-rooted, branched 5-6 Ft. trees:

PRICES: 29c each, 4 for \$1.00, 10 for \$2.25.

4 TREES \$1.

APPLE TREES 3 FOR 49¢



JONATHAN

JONATHAN

Considered by large orchardists the "ace" of all late winter shipping and storage apples. Makes big profits as every apple matures to large size and bright, cherry-red color. Flesh is fine, white, crisp, juicy, richly flavored and very firm. Equally desirable fresh or cooked. Tree very hardy, bears young, easy to grow. Price on next page.

McINTOSH

A fancy dessert apple which is in great demand during the Fall months for eating and cooking. Fruit is large, and a bright, glossy, snappy red. Very attractive to the eye, and richly aromatic. Deliciously spicy and juicy. Highly desired for home use and shipping purposes. Tree is a heavy producer, very hardy, young bearer. Grows on poorest soils. Price next page.

New TURLEY WINESAP

Gorgeous dark-red apple which matures to large size and beautiful shape in late Fall. Color equal to Black Twig. Flavor is richer, flesh and skin firmer than Winesap. Does not crack during unfavorable weather. Delicious fresh, cooked or dried. Keeps in storage until Spring. **VERY PROFITABLE.** Price next page.



McINTOSH

RED DELICIOUS

The most beautiful and well-known of all apples! Every apple on the tree matures to large size and graceful tapering shape. Bright-red color is assured by our careful selection of buds. Flesh is crisp, white, juicy, sweet and richly flavored. Fruit keeps all winter in storage, making it highly profitable. Tree is a prolific, annual bearer. Thrives everywhere and is hardy. Price next page.

CORTLAND

A large, round apple of dark red color splashed with carmine and yellow. Overspread with purplish bloom. Very beautiful. Flesh is crisp, fine-grained and sweet. Does not bruise easily. Takes "A" rating for quality. **BEARS EARLY FALL.** Tree a rapid grower and heavy producer. Often bears second year. Very hardy.



TURLEY
WINESAP

APPLE ORCHARDS PAGE 23

10 FOR \$145

Sale Prices

RED ROME BEAUTY. Large, handsome apple of dark red color. Keeps in storage until Spring, retaining its rich color and juiciness.

BALDWIN. Favorite late winter storage and drying apple. Fruit is large, bright red. Flesh white, juicy and very firm.

GRIMES GOLDEN. Best late winter **YELLOW** apple. Very firm in flesh and skin. Mild, sweet flavor. Fine for eating, cooking, drying, storage, shipping.

WINTER BANANA. Fancy early winter eating and market variety. Lemon yellow with red cheek. Richly aromatic and highly flavored.

STAYMANS WINESAP. Dark red late Fall apple with sweet, enticing flavor. Very juicy, but good keeper. Heavy producer.

YELLOW TRANSPARENT. Best yellow summer apple. White, juicy flesh. Very hardy. Heavy bearer.

NORTHERN SPY. Excellent late winter apple for eating, cooking, drying, storage, shipping. Large, greenish-yellow splashed bright red.

Rhode Island GREENING. Large, round, greenish-yellow fruit. Excellent for canning, drying, cooking, storage and shipping. Bears heavily.

WEALTHY. Fall apple favored for pollenizing others. Large, round, greenish-yellow with red stripes. Tender, white, acid flesh.

RED ASTRACHAN. Medium-large Red Summer Apple.

WOLF RIVER. Immense, flat, yellow splashed red. Tender flesh. Valued for baking.

YELLOW DELICIOUS. Only a few on hand. Will sell out in January so order early.

HYSLOP CRAB. Large, dark-red. Fine flavor.

Emlong's special heavy-rooted large calipered one-year selected trees. **ONE PRICE ON ALL VARIETIES WHILE THEY LAST.**

| | 3 | 10 | 25 | 100 |
|----------|-----|--------|--------|---------|
| 2-3 Foot | 49¢ | \$1.45 | \$3.50 | \$12.50 |
| 3-4 Foot | 69¢ | 1.95 | 4.50 | 16.50 |
| 4-5 Foot | 89¢ | 2.45 | 5.50 | 19.95 |

SEE DISCOUNTS ON PAGE THREE



RED
ROME BEAUTY



CORTLAND

Extra Large

APPLE TREES

Limited quantity of large $\frac{11}{16}$ " caliper 5-7 Ft. trees, for garden plantings. Choice of JONATHAN, RED DELICIOUS, MCINTOSH, RED WINESAP, YELLOW DELICIOUS. 95¢ each, ONE EACH OF 5 TREES, \$4.25.



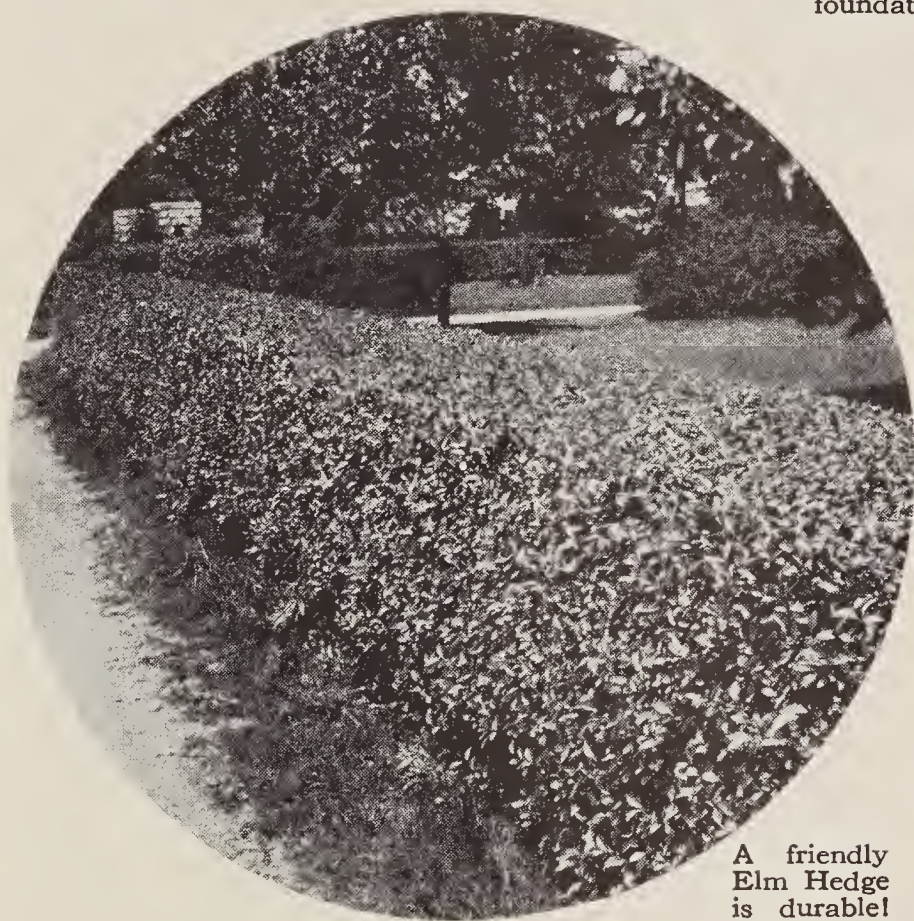
What is more charming than a graceful Barberry fence?

Beautiful—Hardy BARBERRY HEDGE PLANTS

A delight to the eye the year around! Healthy, bright-green leaves come early in the Spring and remain until Winter. They turn bright shades of orange and scarlet in Autumn. Bright red berries remain all Winter. Plant grows low and branches thickly. Needs pruning only once a year. Thrives on poorest soils. Hardy anywhere in this country. Set plants 18 inches apart. Use them for hedges, specimens, corner groups and foundation plantings.

**10
PLANTS
79¢**

See page 32 for
RED BARBERRY.
Page 27 for **ELM
TREES.**



A friendly
Elm Hedge
is durable!

SPECIAL PRICES:

| | 3 | 10 | 25 | 100 |
|--------------|--------|--------|--------|--------|
| 12-15 inches | \$0.35 | \$0.79 | \$1.75 | \$4.95 |
| 15-18 inches | .45 | 1.00 | 2.25 | 6.95 |

Mrs. Hugh Stewart,
St. Anthony, Ida.,
says: "The spirea
hedge purchased from
you increased the
value of my home
several hundred dol-
lars in appearance."

America's Most Popular Shrub BRIDAL WREATH SPIREA

**10
BIG
PLANTS
79¢**

Masses of tiny white blooms cluster gracefully along slender branches which sweep to the ground in May and June. Leaves are delicately cut and remain glossy and beautiful longer in Fall than those of any other shrub. Can be pruned to any height, any time of the year, to formal or informal shape. Set plants 3 feet apart. Use them for grouping, screens, hedging, specimens, etc. Thrive on all soils. Perfectly hardy.

SPECIAL PRICES:

| | Each | 3 | 10 | 25 | 100 |
|--------|--------|--------|--------|--------|--------|
| 12-18" | \$0.20 | \$0.35 | \$0.79 | \$1.75 | \$4.95 |
| 18-24" | .25 | .45 | 1.00 | 2.25 | 6.95 |

HARDY HEDGING CHINESE ELM 10 Plants 79c

Delicately cut green leaves, charmingly arranged on short branchlets, appear early in Spring and remain late in Fall. Perfectly hardy even in the far North. Not subject to blight or insect pests. GROWS RAPIDLY on all soils. Makes lovely clipped hedges or unclipped screens.

LOW, BUSHY TYPE: 12-18" — 10 for 79c; 25 for \$1.75; 100 for \$4.45.



A spirea Hedge lends beauty and seclusion to the yard. Also screens undesirable views from sight.

*Smashing
Bargain*

**10 SPIREA 12-18"
10 BARBERRY
12-15"
25 PRIVET 12-15"**
(No discount)
The 45 fine plants

\$26.5

Hardy AMOOR PRIVET 100 FOOT HEDGE \$4.45

Hardiest of all Privets. Foliage is dark, glossy-green, resistant to insect pests, and not subject to blight. Leaves appear early and remain late in season. Small white flowers and berries. Thrives everywhere. May be clipped to the desired height and shape or used for unclipped screens or foundation plantings. Set plants 9 to 12 inches apart.

| | 10 | 25 | 100 |
|--------------|--------|--------|--------|
| 12-15 inches | \$0.79 | \$1.75 | \$4.45 |
| 15-18 inches | 1.25 | 2.65 | 6.95 |



Living Privet fences at 5c per foot are economical and last a lifetime.

**25
BIG
PLANTS
\$17.5**

Big Shrub Sale

YOUR CHOICE

3 for 39c; 10 for \$1.19

**10
FOR ONLY
\$1.19**

A gallant array of the most popular shrubs in America! Our low price makes it possible for you to plant many this year. Emlong's shrubs are famed for sturdy tops and heavy-root systems. They thrive readily in every part of the country. All 2 and 3-year old stock.

WHITE SNOWBERRY — Tiny pink flowers, large white berries which remain all Winter. Medium-height shrub, succeeds in shade. Set 3 ft. apart. 18-24 inch.

RED SNOWBERRY — New Chenault variety with large berries. Medium-height shrub, succeeds in shade. Leaves color brightly in Fall. Set 3 ft. apart. 18-24 in.

DEUTZIA PRIDE OF ROCHESTER

Very double, tassel-like white flowers tinged pink, cluster thickly along ends of stems in May. Grows 4-5 ft. tall. Set 3 ft. apart for foundation plantings, groups, borders, etc. Very showy and beautiful. 18-24 inch.

GOLDEN-SILVER Maple Leaved POPLAR Shrub Populus Richardi. Charming maple-shaped leaves with glistening gold upper and silver under side. White twigs. Strikingly unique and fascinating. Grows 4-5 ft. Plant 3 ft. apart. 12-18 inch shrubs.

PUSSY WILLOW SHRUB. Long, narrow leaves and fuzzy grey catkins make this shrub desirable for screens and naturalizing. Grows 5-6 ft. Set 5 ft. apart. 18-24 in.

STRIKING RUSSIAN OLIVE SHRUB

Grows into a small, shapely tree. Contrasts beautifully with other foliage as leaves are long, narrow, and of a silvery-greyish green color. Bright orange flowers and fruits decorate the shrub. 18-24 inch. Well branched.

DOGWOOD SHRUBS. Your choice of No. 1 — White flowers with Blue berries. Or No. 2 — White flowers, white berries, red twigs. Grow 5-6 ft. Attract birds.

RHAMNUS SHRUBS. Dark green leaves, densely produced. Fine for shrub borders, hedges or screens. Grow 5 ft. **CHOICE OF** Red berries or Black berries.

HAWTHORNE. Crataegus Molle. Lacy green leaves, clusters of white flowers in Spring, edible red "Apples" in fall.

DOUBLE MOCK ORANGE. Philadelphus Virg. Big, creamy-white double flowers in clusters in June and occasionally thereafter. Grows 4-5 ft. Very showy. 12-18 in.

WEIGELA ROSEA. Large rose-colored bell-flowers in May and June. Attractive green leaves. Graceful pendulous branches. Grows 4-5 ft. Set 3 ft. apart. 18-24 inch.

PINK FLOWERING ALMOND. Mayrose bush. Very double, rose-like pink flowers before leaves appear. Artistic leaves. Grows 3-4 ft. tall. Set 3 ft. apart. 18-24 inch.

FORSYTHIA GOLDEN BELL

Spectable variety — largest flowering of all. Bright yellow bells in May before leaves appear. Arching branches. Slender green leaves. Very popular everywhere. Plant for specimen, foundation, groups and borders. Grow 4-5 ft. 18-24 inch.

KOREAN SPIPEA. Tricocarpa, from Japan. Large embels of tiny white flowers with distinct "eye." Finely cut leaves. Blooms after Van Houttei. 18-24 inch.

DWARF CRIMSON SPIREA. Gay little fuzzy crimson flowers in dense, flat clusters. Blooms July to Autumn. Attractive pointed leaves — often variegated. Grows 3-4 ft. Flavored for foundations. 12-15 inch.

FRAGRANT WHITE HONEYSUCKLE

Large white flowers with sweet scent. Healthy, glossy-green leaves. Thrives on poorest soil and in coldest climate. Grows 5-6 Ft. Excellent for screens, hedges, etc. **QUANTITY RATES:** 25 for \$2.45; 100 for \$7.50. **PLANT A HEDGE!**

TALL PINK SPIREA. Billardi. 5-6 inch spikes of fuzzy rose-colored blooms July until Fall. Attractive foliage. Grows 4-5 ft. Fine 12-18 inch stock.

HYDRANGEA P. G. Large white panicles of flowers turn rose in Fall. Can be dried for winter bouquets. Narrow green leaves. Grows 4-5 ft. 12-18 inch.

HYDRANGEA A. G. Large white, flat panicles of flowers. Wide leaves. Bushy 3-4 ft. foundation shrub. 12-18 inch.

HYDRANGEA QUERCIFOLIA. Oak-shaped green leaves turn bright maroon in Fall. Large creamy-white flower panicles. Grows 3-4 ft. Highly prized! 12-18 in.

➡ Double Mock Orange

Hydrangea Panic. Grand. ➡

Deutsiz, P. R.

Forsythia, Golden Bell

White Snowberry

Rhamnus, Blackberry

White Honeysuckle

Dwarf Pink Spirea

Dogwood, White Berry

Artistic Russian Olive

Big Value

SHRUB PLANTING

30 FINE PLANTS \$2.65

Worth \$4.50

All big 2-Yr. and 3-Yr. plants. Just the right size for landscaping your home grounds. Enough for foundation and border plantings.

Consists of:

2 Graceful Tamarix
2 New Pussy Willow
2 Deutzia P. R.
2 Forsythia Spect.
2 Spirea Van Houttei
6 Berry Producing Shrubs, each one different.

2 Purple Barberry
2 Weigela Rosea
2 Rose of Sharon
2 Red Spirea
6 Green Barberry



New WIDE LEAF PUSSY WILLOW — 3 PLANTS 39c

Introduced by Mme. Lemoine of France. A very compact, refined plant which does not spread out of bounds. Has wide, dark green, leathery leaves of beautiful design. Catkins are gigantic in size and last all Spring.

Very showy. 2-3 Ft. 25c each.



Barberry photo Oct. 8, 1936. Nicely branched and heavy-rooted stock our specialty.



3 GRACEFUL TAMARIX 29c

Nothing so lovely as the graceful, feathery, bright green waving foliage of the tamarix shrub. Flowers are of the same nature, and are bright rosy-lavender in color. Bloom panicles measure 9 to 12 inches long. Plant along foundations, around pools, in shrub borders, groups, and as specimen plants.

18-24 in. 20c ea., 3 for 29c.
2-3 Ft. 25c ea., 3 for 49c.



3 ROSE OF SHARON 29c

Beautiful double, fluffy flowers measuring 2-3" in diameter completely cover these graceful shrubs in autumn, lasting until winter. Foliage dark green, beautifully cut, remains late. Fine for specimen borders, SCREENS, and unclipped HEDGES.

Very showy! 18-24 in. shrubs 20c each.

New BUSH CHERRY Makes a graceful shrub 3 LARGE PLANTS 59c

Long, pointed leaves dark green on top with shimmering grey underside. Color maroon in Fall. Compact-growing shrub, suitable for general lawn planting. Dainty white blooms in Spring. Bright red cherries as large as tree-fruit, delicious fresh or in jam.

Extremely worthwhile! 18-24 in. 25c each.



PURPLE LEAF Japanese Barberry 3 FINE PLANTS 39c

Strikingly gorgeous from Spring until Winter with its thick, glistening maroon-purple leaves thickly clustered on erect branches. A luxurious addition to any lawn. Valued for specimen groups, foundations, hedges, and color accent among evergreens. Plant them generously!

12-18 in. plants 20c, 3 for 39c, 10 for \$1.00.

10
PURPLE LEAF
BARBERRY
\$1.

AMAZING SALE OF ROSES!

BIG 2-YR. PLANTS—YOUR CHOICE WHILE THEY LAST—

3 FOR 98¢

ANY 6 FOR \$1.85
ANY 10 FOR \$2.95



MARGARET McGREDY



EDITH N. PERKINS



GOLDEN DAWN



RED RADIANCE



F. K. DRUSCHKI



PINK RADIANCE



PRES. HOOVER



TALISMAN



WILLOWMERE



SENSATION

All 2-Yr. field-grown, hardy, **EVERBLOOMING PLANTS**, with plenty of roots and nicely developed tops. **SURE TO BLOOM THIS YEAR.** Just the showiest, hardiest, healthiest, thriftiest, and most continuous blooming varieties:

MARGARET Mc GREDY. Large double flowers of dazzling orange-vermilion. 39c per plant.

EDITH N. PERKINS. Shrimp pink inside petals, plated with brick-red outside. 39c per plant.

GOLDEN DAWN. Large, unfading, bright yellow. 39c.

RED RADIANCE. Globular blooms of deep crimson. Always in bloom. Very hardy, disease free. 39c.

F. K. DRUSCHKI. Magnificent snow white. 39c.

PINK RADIANCE. Showy globular bloom. Pink inside, carmine outside. Blooms continuously. 39c.

PRES. HOOVER. Immense yellow with pink plating and scarlet reflexes. Very popular. 39c.

SENSATION. Dark maroon with velvet surface. 39c.

WILLOWMERE. Gigantic, rose-pink. Showy! 39c.

TALISMAN. Exquisitely shaped buds and blooms of orange-yellow splashed with scarlet. 39c.



10
For Only
\$2.

BABY ROSES

FOR BEDS AND BORDERS

3 for 75c, 10 for \$2.00

Gay little roses borne in large clusters. Bloom every year from June till Winter. Hardy, 2-Yr.

field-grown bushes. YOUR CHOICE: RED, PINK, ORANGE, WHITE.



Cl. Am. Beauty



Shrub Rose



French Lilac



2 CLIMBING ROSES 59c

2-Yr. field-grown bushes:

AMERICAN BEAUTY. Rose colored.

PAUL'S SCARLET CLIMBER. Red. TALISMAN. Everblooming H. T. AMERICAN PILLAR. Rose with white center. Very showy.

JACOTTE. Orange-yellow.

3 SHRUB ROSES 98c

Hardest roses for far north. Foliage healthy and abundant. Cover long blooming period. Red fruits remain all winter. 2-Yr. field-grown bushes. YOUR CHOICE: ORANGE, YELLOW, RED, PINK, WHITE.

3 FRENCH LILACS 75c

Large-flowered double and single French lilacs of most popular varieties. Bloom very young. A BIG BARGAIN WHILE THEY LAST. Your Choice: RED, PURPLE, BLUE, WHITE, PINK. Strong 12-18 inch.

25 GLADIOLI BULBS 78c

Guaranteed to please! A grand mixture of the finest big-flowering, long spike, ruffled, blotched, and plain colors. Blooming size bulbs.

50
FOR
\$1³⁹

100
FOR
\$2³⁹

ORNAMENTAL LAWN TREES

ROSE TREE OF CHINA — 29c.

Prunus Triloba. Double pink flowers in Spring. Leaves color in Fall. Grows 8-10 Ft. 3-4 Ft. trees 2 for 50c.



Prunus Triloba

PURPLE LEAF PLUM — 35c each. Prunus Pissardi. Pink flowers in Spring. Lovely purple-maroon leaves all Summer. Grows 8-10 Ft. 3-4 Ft. trees 2 for 60c.

ROSE ACACIA — 89c each. Long trusses of pea-shaped pinkish-orchid blooms in Summer. Fern-like ornamental leaves. 4-5 Ft. 2 for \$1.50.

TREE HYDRANGEA — 98c each. Small tree. Produces Hydrangea P. G. blooms. Creamy-white in July turning rose in Fall. 2-3 Ft. 2 for \$1.75..

ROSE OF SHARON — 59c each. Large, rose-like flowers in late Summer and Fall. Fancy-cut green eaves. 4-5 Ft. trees: CHOICE OF: Double pink or Single Red. 2 for \$1.00.

TULIP TREES — 59c each. (Whitewood). Large, green, fancy-shaped leaves. Yellow tulip-flowers. Forms a large shade tree. 4-5 Ft. 2 for \$1.00.

PAW PAW TREES — 49c each. Commonly called Michigan Banana. Small tree with long, rubbery leaves. Bears miniature edible bananas. 4-5 Ft. 2 for 79c.

FANCY PLUME GRASS ONE EACH FOR 59c

ERIANTHUS RAVENNA. Grows 8 ft. Produces 2-3 ft. silvery plumes. 35c ea.; 3 for \$1.00.

EULALIA GRACILLIAM: Grows 4 ft. Bears fuzzy, curly, ostrich plumes. 35c each; 3 for \$1.00.



Ornamental Grass

WONDER LILY 10 BULBS ONLY \$1.00

New Green-Throated white Philippine lily. Blooms first year July till Fall.

RED ELEAGANS LILY. Large, cupped, Reddish-orange blooms late Summer. Grows tall. Many flowers to a plant. 10 for \$1.00.



Wonder Lily

MAGICMUMS 5 PLANTS ONLY \$1.00

500 or more gorgeous, bright-pink blooms on one plant at one time. Start blooming in August and continue until Winter — a continuous array of beauty. Forms solid mound 1 ft. high and 2 ft. across. Hardy, perennial plants, 2 for 50c; 5 for \$1.00.



Magicmum



Large Phlox

10 LARGE PHLOX \$1

- 2 FIREBRAND — Bright Red
- 2 FRENCH — Bright Pink
- 2 C. ELYSEE — Purple
- 2 STRUTHERS — Orange
- 2 RHINELANDER — Salmon

2-Yr. field-grown plants



Gorgeous Mums

10 HARDY MUMS \$1

- 2 ALICE HOWELL — Orange
- 2 CRIMSON BEAUTY — Red
- 2 EXCELSIOR — Yellow
- 2 INDIA — Copperish-red
- 2 HOMESTEAD — Rosy Pink

2-Yr. field-grown plants



Delphiniums

DELPHINIUMS

DOUBLE ENGLISH HOLLYHOCK STRAIN

8 FOR \$1.

Gorgeous, large, double blooms of many two-tone shades cluster thickly in long spikes. Grow 4-5 Ft. Fine 2-Yr. plants.



Decorative Dahlia

5 FANCY DAHLIAS \$1

Extra-large Decorative Type:

- 1 JERSEY BEACON — Yellow streaked red
- 1 CHARM — Glorious burnt-orange
- 1 FT. MORGAN — Dark, velvety red
- 1 STRATFORD — Scarlet and buff
- 1 BONNIE BRAE — Pink and yellow



Krimson King

6 HARDY RED CARNATIONS \$1

Famous Krimson King, hardy, outdoor, **EVERBLOOMING TYPE**. Blooms first year July till Winter! Deep, glowing-red flowers — large size. 3 plants 60c.

MAGIC MUMS



Now 5 for \$1

A solid mound, measuring 18-24 inches across, formed by bright pink flowers. Over 500 blooms to a plant every Fall. Dwarf grower. Blooms first year. Hardy, perennial plants — 25c each; 5 for \$1.00.

Cultivated BLUEBERRIES

Well-rooted plants: 65c each; 3 for \$1.75, 6 for \$3.25, 12 for \$5.85.

Finest plants from Michigan's leading Blueberry farms. Thrive on any moist, fertile soil by adding peat moss for acidity. Produce berries four times as large as wild varieties. Enormous yielders. Highly delicious and profitable. 4 pints per plant are easy! Plant this Spring.



THORNLESS YOUNGBERRY

6 PLANTS \$1.00

Dark, maroon-purple berries measure 1½-inch diameter! Flavor combines Blackberry, Dewberry and Raspberry. Very delicious! Vines entirely thornless. Trellis them like dewberries. Stand 15 below zero — can be mulched in colder climates. Plant patent No. 4. Highly profitable for commercial growing.



NEW LOW PRICES: 12 — \$1.75, 25 — \$2.95, 50 — \$3.95, 100 — \$6.95, (1000 — \$50.00. Plant ½ Acre).

New BOYSENBERRY

6 PLANTS \$1.00

The new GIANT offspring of youngberry. Berries 1 in. diameter by 2 in. long! Rich, zippy flavor. Better than any Blackberry or Dewberry. Fruit purplish maroon color. Plants are trellised like grape vines. Stand 19 below zero. Farmers are planting them in 5 acre tracts for market and canning factories: **PLANT IN SPRING:**



NEW LOW PRICES: 12 — \$1.75, 25 — \$2.95, 50 — \$4.95, 100 — \$7.95, (1000 — \$69.00. Plant ½ Acre).

6 BIG RED CHERRY CURRANT PLANTS \$1

Large, bright-red berries borne in long clusters. Tart, snappy flavor makes them popular for fresh desserts, jelly, preserves, etc. Hardy, heavy-fruiting variety, with most excellent keeping quality. Plants are useful for shrubs and hedges as well as for garden and field planting. Foliage delicately cut, colors gayly in fall. 2-Yr. Plants: 3 — 69c, 6 — \$1.00, 12 — \$1.85, 25 — \$3.69, 50 — \$7.00, 100 — \$12.00.



Hale Haven

THE GREATEST PEACH OF ALL

NOW
AS
LOW
AS

19¢ IN
100
LOTS
At Emlong's

LESS DISCOUNT See page 25

10 APPLE TREES

\$1.59

1 RED DELICIOUS
1 JONATHAN
1 CORTLAND
1 GRIMES GOLDEN
1 McINTOSH
1 TURLEY WINESAP
1 ROME BEAUTY
1 WINTER BANANA
1 YELLOW TRANS.
1 BALDWIN

Well-rooted, sturdy, quick-fruiting
trees. Selected 3-4 Ft.
grade.

Emlong's
TWIN
ORCHARDS

Hardy, Michi-
gan grown fruit
trees. Guar-
anteed first-class
and true to
name. Order
early!

10 PEACH TREES

2 HALE HAVEN
2 ELBERTA
1 GOLDEN JUBILEE
1 ORIOLE
1 SOUTH HAVEN
1 J. H. HALE
1 ROCHESTER
1 EARLY ELBERTA

\$1.89

The cream of the world's most
famous varieties. All se-
lected 3-4 Ft. trees.

Delicious

WORLD'S MOST POPULAR APPLE

NOW
AS
LOW
AS

12 1/2¢ IN
100
LOTS
At
Emlong's

LESS DISCOUNT See page 28



EMLONG'S SQUARE DEALING NURSERY
STEVENSVILLE - MICHIGAN